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Sanford Chronicle Industrial Edition, Autumn, 1908

Edward Talcot Woodruff

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The
CELERY CITY
SANFORD, FLA.



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1908

INDUSTRIAL EDITION
THE SANFORD CHRONICLE

EDITED BY E.T. WOODRUFF

W.D. BELL, PUBLISHER.

SANFORD, FLORIDA.

Sanford Board of Trade

George H. Fernald, President of the Board of Trade.
Born in Boston in 1860. Came to Sanford in 1885.

Mr. Fernald established his present business as Tuxbury & Fernald and incorporated same as the George H. Fernald Hardware Co. in 1903. He was member of the City Council in 1886, County Commissioner for six years, is Vice Pres. of the First National Bank of Sanford, President of the Sanford Telephone Co., and Secretary of the Sanford Light & Fuel Co.

To Mr. Fernald's untiring energy and attentive diligence in regard to affairs public, is due much of Sanford's enviable reputation with the outside world. No inquiry has been permitted to go negligently unsupplied, no publicity that was invited and seemed practical has remained unnoticed in his office, and no lack of painstaking has prevented a right and proper evidence of the always cordial welcome for such visitors, prospectors and would-be settlers of the Celery City, as Celery Delia. Mr. Fernald's enterprise and public spirit well fit him for the position of President of the Board of Trade. Nor is any whit less of commendation due his compatriots, in their



GEORGE H. FERNALD

The Geo. H. Fernald Hardware Co.

Wholesale and Retail Dealers in

Heavy and Shelf Hardware. Doors, Sash and Blinds. Paints, Oils and Glass.
Builders' Material, Brick, Lime, Cement, Plaster, Lath and Shingles.
Plumbing, Steam and Gas Fitting. Tin Roofing and Metal Work.
Engines, Boilers and Pumps. Gasoline Engines and Pumping Outfits.
Headquarters for Irrigation Supplies. Farming Tools and Agricultural Implements.

We are general contractors and invite correspondence from intended settlers and from those desiring plumbing, irrigation or steam heating installed. Experienced workmen employed.



THE FERNALD STORE AND WAREHOUSE



THE FERNALD MACHINE SHOPS AND FOUNDRY



THE RUINS AFTER THE FIRE

respective spheres of public doing and city advancing. The gentlemen so staunchly assisting, are G. S. DERRY, the Secretary, C. H. LEFFLER, Special Referee, and Messrs. W. D. HOLDEN, J. N. WHITNER, and F. P. FORSTER, all of whose portraits appear elsewhere in this work. Either President, Secretary, or any of the above named members will cheerfully answer inquiries regarding the advantages and possibilities of the remarkable city and surroundings whose attractiveness are herewith, by printer's ink and artist's photos, inadequately portrayed.

THE FERNALD INDUSTRIES

Are among the most valuable industries to the Celery City and surrounding country that the town boasts. It is occasion of profound regret that the fire visitation of a short time since wiped out the Machine Shops of the Fernald institution. Whether or not they will be rebuilt in the near future, we are unable to say, but even a temporary deprivation of the usefulness of these shops is an untold inconvenience to patrons of the factory and a distinct loss to the community. We give herewith, views of the former buildings as they stood, and also of the ruins.



THE FERNALD INDUSTRY YARDS

Wealth and Beauty



J. E. PACE

Seeds, Hay, Grain, Fertilizers

Crate Material, Tiling, Celery Growers' Supplies,
Etc. Broker for and Grower of Lettuce,
Celery and Florida Vegetables.

J. E. Pace has residence and grounds that are a perfect bower of beauty. Situated on Lake Monroe front, surrounded by park and shade and landscape and far stretching fields of luxuriant growth, it is little wonder that when Howard Gould visited Sanford he coveted the ideal wintering spot. People understood very well, however, why Mr. Pace refused the \$100,000 that Mr. Gould offered him. There are fifty acres in a garden-like state of cultivation and the owner's annual returns from same are something approaching a small fortune. These fifty acres the past season produced 125 carloads of vegetables, principally celery and lettuce. A glimpse of the attractiveness of the place, also Mr. Pace's warehouse and industry are shown herewith. Mr. Pace with his wife and son, Edward Lane, have just been on an extensive trip, from which they come back more than ever satisfied with Sanford. Mr. Pace visited the Pacific coast and all the California, Oregon and Washington region, while absent.

It will interest many to know that W. T. Dean, head book-keeper in Mr. Pace's offices, has experimented with great success in strawberries. By scientifically growing same, a handsome thing may be realized. The fruit is picked every other day, continuously from January first until May.



THE PACE WAREHOUSE AND YARDS



RESIDENCE OF J. E. PACE



A FIELD ON THE PACE FARM



GENERAL SANFORD
THE FOUNDER OF THE CITY

General Sanford's sturdy and benignant features beam forth from the above excellent portrait in life-like distinctness. If the founder of the city that bears his name could have lived to see the present flourishing conditions, he would have gloried in the fact that his fondest dreams are realized.

SANFORD

The Celery Delta of Florida

Mecca of all America

FOR THE HOME-SEEKER,
THE INVESTOR and the
WINTER TOURIST.



HON. J. N. WHITNER

Hon. J. N. Whitner needs no eulogy here, or introduction to the people of the South. He is already well known as business man, legislator and foremost in enterprise amongst Sanford's public spirited gentlemen. Mr. Whitner is the man whom everybody has either met, or read, or heard about as general real estate dealer, and an authority on values as well as best methods of culture in the Celery Delta of Sanford. Mrs. Whitner and daughters are factors of refinement and culture in the social circles in which they move.

Acme of Health, Wealth and Comfort



BIRD'S EYE VIEW OF SECTION OF THE GATE CITY, LAKE MONROE BEYOND.

PEERLESS SANFORD

QUEEN OF CLIMATIC, FLOWING-WATER, GARDEN-SOIL
AND SUN-FRUCTIFYING MUNIFICENCE.

BEAUTIFUL FOR SITUATION, LUXURIOUS OF PRODUCT-
IVENESS AND WITHOUT A RIVAL IN POSSIBILITIES.

A Country of Prolific Returns, Eden-like Verdure and Fabulous
Sounding Financial Profits.

The City Commercially, Educationally and Socially Thriving.

Stalwart Men, Charming Women, Progressive Industries,
Trade Enterprise and Business Thrift.

Inviting, Hospitable, Delightful.

Without a rival in its resources and possibilities, on the heights overlooking Lake Monroe, at the head of navigation of the St. John's river with its well appointed and popular Clyde line steamers, and also reached by six divergent railways, nestles the remarkable little city of Sanford. A veritable Queen of the South in her priceless possessions of the finest climate in the world, artesian water that spouts in gushing prodigality for the mere puncturing of the earth and incredibly productive garden lands, this interesting town is without doubt the most talked about, and in its way really wonderful burg, little or big, in all the state of Florida. Yet, notwithstanding the fame and exploitation, that daily widen like wave-circles from a pebble-perturbed center, it is a fact that one who has not personally visited and inspected, can have no adequate conception of the extraordinary conditions with which nature has enriched

the Celery City and surrounding locality.

The marvelous things about Sanford are the result of the factors above named, viz: climate, water and soil. Warmer than other points in the state during the winter months, and freer from insects and cooler in summer, this delta is less liable to frost damage during one part of the year, and incomparably more delightful of residence in the remaining portion, or heated season. Indeed it is pre-eminently the healthy and cool place of the state during the warm summer months. There is always here a delightful breeze from off the river or lake. Since "the big freeze of '95", which was general, there has been very little serious damage to growing crops, and none to orange groves, in the vicinity of Sanford. When other portions of the state suffer, this delta invariably escapes. The warmer area of air, surrounded by lakelets, is of course

the cause of the much-to-be-desired immunity.

Of the water, it may be said that the reason the lands lying around Sanford have the greatest earning capacity and are the most valuable in the state, is because at a depth of about one hundred feet is found an unfailing abundance of artesian supply. This furnishes the cheapest and best irrigation known to the agricultural world. At the same time, a system has been devised and adopted that makes these irrigating conductors the finest kind of drainage imaginable. The soil on the hammock and prairie lands varies from a black and sandy to a fertile muck, and is as rich in decayed vegetable matter as can be. There is enough of sand in the soil to make it work easily, and the truck farms are as mellow and tillable as a garden. Thus, with nature's sunshine, nature's provision of water, and nature's admirably adapted soil, the scientific farmer of Sanford has everything largely in his own hands.

Three crops, and sometimes four, may be grown in a season, and as high as two thousand dollars an acre have been made, net profit, in a single year. Of course there are those who fail in farming or crop growing, just as there are those who make failures in other lines, and all seasons are not equally favorable for best results, but it is safe to say that in no other place can so large and wonderfully remunerative returns be obtained as from the celery lands of Sanford. Elsewhere are figures setting forth with accuracy what

has been and is being done here in the matter of money-making and wealth-getting. The profits seem incredibly enormous to one unaccustomed to crop-culture in and about Sanford, but they are nevertheless absolutely correct and may easily be verified by any one who desires to take the least bit of trouble to do so.

The people of Sanford are the kind one quickly learns to respect and esteem. Responsible, conservative, energetic and thrifty business men are the rule in this city. The women are refined, sociable and cultivated. Hospitable, cordial and kindly are all. The warm hand of welcome is freely extended to visitors and settlers. More and more is the fact becoming known that Sanford has the greatest attractions as a home, as a wealth-getting proposition, and as a health-conserving locality, and as the knowledge spreads the visitors and settlers increase. If the residents of colder climates and farming sections, where but one crop a year is possible, really knew the opportunities that exist here, it would not be a week before every available acre of celery land was pre-empted. As it is, the country is developing with amazing rapidity. Land clearing is in process everywhere, newly erected dwellings are dotting the hammock and prairie, preparation for cropping and harvesting is universal, and the foundation for speedy realization of fortunes is being laid on every hand.

In the city, too, activity is unceasing. Building and beautifying, walk laying and drive-way improving, shipping and trafficking, teaming and trucking, carriage riding and automobilizing are every day affairs. The town is continuously growing. Many lines of manufacturing and trade invite invest-

ment, and same are heading this way. Capital and labor are all employed. Each has the steady and substantial demand that must always be, in a district where the necessities of human consumption are produced in wonderfully paying quantities.

The Industrial Edition herewith presented conveys in views and portraits and descriptive matter a fairly good idea of the attractiveness of the Gate City and surroundings. It does not, however, tell half the story of the possibilities of the place. Where there is so much that is absorbingly interesting, it is not easy to portray even a fractional part of same. Every statement herein is meant to be reliable and trustworthy, and in nothing overdrawn. The reader may doubt, if he will, what is told about every other part of Florida, but from a financial standpoint he cannot afford to fail of investigating the opportunities at Sanford. If looking for the place and chance to make money quickly, easily and under pleasant and even fascinating conditions, the Celery City is the Mecca of which you are in search. You can make more money in a shorter time at Sanford than anywhere else in all the country. Come and see. Arrange to spend the next cold season, or at least a part of it here, enjoy the luxury of a cool, bracing and healthful summer atmosphere, instead of zero weather and snow-banks, revel in the exhilaration and excitement of hunting and fishing in a land where game and the funny tribe are super-abundant, exuberate in the delectations afforded tourists at our fine hotels and resorts, and investigate for yourself the marvels of financial inducement in the remarkable Gate City of Florida, Sanford on the Monroe.



B. A. HOWARD

President of the Howard-Packard Land Co., a gentleman noted for his candor and equitable method of transacting business. Mr. Howard esteems it a pleasure to show inquirers the beauties and advantages of the Celery City.

The Industrial Edition of Sanford

THIS finely illustrated Industrial Edition of Sanford will convey to the reader some idea of the attractions of the Celery City and the fairly startling profits that are possible in truck growing on the garden lands and among the flowing wells of the Celery Delta. Nothing herein is intended to be over-stated. The most careful effort has been made by the editor and publisher to admit nothing to these columns but conservative and absolutely reliable figures and statements. This work is designed to supply the information that large numbers all over the country are seeking and writing for concerning the wonderfully productive soil and artesian water of a most remarkable section of country. Complete and interesting as this edition is, however, a visit to the place will alone give an adequate conception of the possibilities and the attractiveness that present themselves to the man or woman who desires comfort, luxury and affluence.

This edition is edited and published under the careful and painstaking supervision of Mr. E. T. Woodruff, who has had entire charge of the work.



W. D. HOLDEN

Senior member of the Holden Real Estate Co., and one of the men who is helping to make Sanford bloom and blossom as the rose, for the delectation of visitors, residents and would-be settlers in the Gate City. None will extend a more cordial welcome to new-comers than W. D. Holden.



H. H. CHAPPELL GETTING READY TO HARVEST A CELERY FIELD.

J. C. ENSMINGER, PHOTOGRAPHER.

The above beautiful picture, and many of the other handsome views presented in this work, were taken by Sanford's artistic photographer, J. C. Ensminger. Mr. Ensminger is a fine workman in his line. No more life-like or charming portrait of yourself could be desired than he will make if you go to him at his studio, next south of the Capt. Mark's Real Estate offices.



ONE OF THE PARKS OF THE GATE CITY

"Snow Photo"

Possibly some may notice the above, in connection with sundry pictures in this issue, and have a curiosity to know just what that means. We therefore explain that the fine views and portraits herewith shown were largely made from photographs taken by our local artist, H. H. Snow, Room 13 in the Pico block. It would not have occurred to us that there could be any misapprehension, had not an innocent Northern maiden put the inquiry, "Snow! What does that mean? It never snows in Florida, does it?" We wish to add that Mr. Snow did painstaking and highly artistic picture taking for this work, and that he is a good man to employ when you want a fine portrait of yourself. He is away now on his vacation, but expects to return about September 1st.



GEORGE A. DECOTTES

The newly elected County Solicitor and brilliant young attorney, popularly known throughout all Orange County.

The First National Bank of Sanford

THE FIRST NATIONAL BANK OF SANFORD was organized in 1887, with Frederic H. Rand, President, and F. P. Forster, Cashier, and these two gentlemen have continued to direct the affairs of the bank ever since. Always conservative, it has stood the test of disastrous freezes and financial panics without a tremor. Standing always for safety and a solid foundation for values, it has been a tower of strength to this section of the country when all values were at the lowest ebb.

With the coming of a new order of things, the First National is proving itself worthy of the opportunity. New vaults have been built, the banking room has been more than doubled in size, and contracts have been let for new fixtures throughout, together with a complete renovation of the banking house, including an exterior finish of white Georgia marble. This is all in line with the wonderful growth and progress of Sanford and vicinity during the last few years, since the town has become the center of the greatest celery and trucking industry of the country.



FIRST NATIONAL BANK OF SANFORD

The First National Bank is the only National Bank in Orange County, and in fact between Palatka on the North, and Bartow and Tampa on the South.

National bank protection means a great deal to depositors. The U. S. Government is making the word "National" in connection with a bank synonymous with safety. An expert examiner is sent twice a year to inspect the business. Five times a year a sworn report of the bank's condition has to be sent to the Comptroller at Washington.

With such a record back of it and such a system of supervision, and with the most conservative and successful business men of this part of the state as officers and directors, there can be no safer place in which to deposit.

We solicit the business of all who come to Sanford, and assure each and every one of the most accurate, prompt and courteous service. We have served the public acceptably and safely for the past twenty years, and we feel that these facts, as set forth, deserve the consideration of every man, woman or child who has, or contemplates having, a bank account.

FIRST NATIONAL BANK OF SANFORD.

DIRECTORS :
 FREDERIC H. RAND GEO. H. FERNALD F. P. FORSTER
 S. O. CHASE B. R. SWOOPÉ

FREDERIC H. RAND, Pres. F. P. FORSTER, Cashier.
 GEO. H. FERNALD, Vice Pres. B. F. WHITNER, JR., Asst. Cashier.

ORANGE COUNTY



RANGE COUNTY, in which Sanford is situated, is one of the choicest sections in all the state of Florida. Its trucking, orange growing, pineapple culture and kindred industries form a vast shipping business that brings cash from every direction. Located in the central part of the Floridian peninsula, fifty by thirty-five miles in size, dotted with nearly a thousand beautiful lakes and lakelets of clear, pure spring water, and favored with a large amount of tillable soil, Orange County is exceptionally well adapted to every variety of production. The farmers of this county successfully grow corn, Irish and sweet potatoes, millet, hay, peas, tomatoes, cucumbers, cauliflower, lettuce, celery, all kinds of root crops, oranges, peaches, grapes, strawberries, blackberries, and every sort of small fruit, rice, sugar, syrup, and many other things too numerous to mention. Stock raising and turpentine manufacture are also large and important industries here. Orlando is the county seat.

A home in Orange County, and especially in Sanford, means life in a delightful atmosphere, amid health-giving water and breeze. To those from the north it means that the fuel bill will be cut down at least three-fourths, and the clothing bill nearly as much. It means freedom from colds and catarrh, immunity from pneumonia, relief from and cure of rheumatism, and the pleasure of living without numberless ills and discomforts to which residents of snow and frost localities are subjected. It means open air and sunshine and the joy of out-door life, not three or six months of the twelve, but all the year through.

Property is advancing in value, and those who purchase now will share in the profits of early investment. The glad hand and a welcome are out for both visitors and settlers in Sanford and throughout Orange County.

Samuel A. Robinson, Tax Assessor of Orange County, was born in Emmett, near Battle Creek, Michigan, March 12, 1849. He descended from Puritan and Revolutionary sires. His schooling was obtained in Emmett and in Homer, of his native country. He afterwards engaged in farming on the old family homestead, and taught school in Indiana. May 25, 1876, he was married to Miss Mary A. Bird, of Penfield, Michigan. In October of the same year, he landed in Orange County, Florida, accompanied by his wife. His brother, the late Prof. Norman Robinson, Florida's first state chemist, was a scientific scholar of national reputation, and a brilliant writer on many subjects. Another brother, Owen S. Robinson, is also well known in this state.

Shortly after the subject of this sketch came to Orange County, he engaged in civil engineering and surveying, and was soon commissioned county surveyor, which office he held in two periods, altogether seventeen years. He made the survey of the Lake Jessup-Orlando and Kissimmee River R. R. from Orlando to where the flourishing city of Kissimmee now stands, and saw but four human habitations south of Boggy Creek, on the route. He made the map, embracing the line of said railroad from Lake Jessup to Lake Tahoekegala. Those families with which the history of Orange County know that the



SAMUEL A. ROBINSON.

agitation of the building of this road, which was graded to Orlando, was the incentive which resulted in the building of the S. F.

R. R. and the building up of the cities of Sanford and Orlando, and a new city, Kissimmee. He surveyed the cities of Orlando and Kissimmee and also Winter Park. By reason of his extensive knowledge of the lands of the state, he was appointed by the Board of Education of the state of Florida, during Governor Fleming's administration, to examine the school lands for phosphate, which he did. He has been notary public about thirty years, and has been tax collector of the city of Orlando, and also tax collector of the county and state. For the past two years he has held the office of tax assessor of Orange County, and has received the nomination for re-election, without opposition. He is a surviving charter member of I. O. O. F. Lodge No. 20, established at Orlando in 1884.

Mr. Robinson goes on record as predicting that the lands contiguous to Sanford, and extending from Sylvan Lake and Monroe Junction eastward, and embracing the entire Lake Jessup region, because of their excellence, and on account of the artesian water for irrigation, their lake protection from cold, and the location with shipping facilities unsurpassed, are destined at an early date to be developed into the most noted garden lands in the southern states, and Sanford will become the GREAT.



B. M. ROBINSON.

B. M. Robinson, Clerk of Orange County, is a native of Alabama, being born in Russell County, that state, Nov. 16, 1845. He grew to manhood in Tuscaloosa, Ala., and was a cadet at the University of Alabama from 1862 to the summer of 1864, then entering the army at Mobile, Alabama. He was paroled in May, 1865. Mr. Robinson came to Florida from New Orleans, and settled in Orange County in October, 1874, and has been a resident and citizen of the County ever since that date. He developed an orange grove, but the winter of 1894-1895 destroyed it, with all others. Mr. Robinson is the present Clerk of the Circuit Court, and has been connected with the office since January, 1891, 14 years as deputy Clerk, then, in 1904, being himself elected Clerk and in 1908 re-nominated and again elected. He has had the honor of representing his County in the State Legislature, and was three times elected Mayor of Orlando.



J. H. SADLER.

The many friends of J. H. Sadler, Treasurer of Orange County, will be pleased to see this excellent likeness of the gentleman. Mr. Sadler's home is at Oakland. Palmetto fruit and vegetable farms form a part of the business that engrosses the County Treasurer's time and attention, when official matters do not preclude same. A trip to the west has recently been enjoyed by Mr. Sadler, his return from same being no longer ago than June last.



COURT HOUSE

Orange County Abstract Company

ORLANDO, FLORIDA



The Orange County Abstract Company was organized in 1886 and became a chartered company in 1899. Having a complete copy of the records, the company is in position to furnish accurate and complete abstracts of any of the records of the county.

The company is under the management of C. W. Goodrich, the Secretary, who has been in the company since 1875. Mr. Goodrich is courteous, kindly and accommodating, an affable, well informed and genial gentleman. His work is done with neatness, accuracy and despatch. For any information regarding titles or similar matters affecting real estate in Orange County, you will be expeditiously and politely served by addressing SECY C. W. GOODRICH, ORLANDO, FLORIDA.



J. A. KIRKWOOD.

The above portrait represents the gentleman who will assume the responsibilities of the office of Sheriff of Orange County, succeeding the present incumbent, J. H. Vick. He is well known, and has hosts of friends who unite in congratulations and well-wishing, as he is inducted into office.



JUDGE WILLIAM MARTIN.

William Martin, Judge of Orange County, was born in Elizabeth City, North Carolina, and came to Florida in October, 1885. He was admitted to the bar in North Carolina some 27 or 28 years ago. His education was obtained at what was then known as Cobble's School, Nelson County, Virginia, and at the V. M. I. Subsequently he settled in Apopka, this county, and began the practice of law. He resided there two years, then moving to Orlando, where he continued the practice of his profession. In 1898, after the death of Judge J. L. Beyn, he was elected County Judge to fill the unexpired term. He was re-elected in 1900, 1904 and 1908, without opposition. Judge Martin is a member of the Episcopal church. The Judge is unmarried.



W. E. MARTIN.

W. E. Martin, the Tax Collector of Orange County, is a native of North Carolina. He migrated southward to Florida when but two years of age, Orange County becoming his destination and including him among her residents ever since. His education was acquired in the public schools and at Rollins College. Mr. Martin has held his present office two terms, and at the last primary was renominated for a third term, without opposition.



M. O. OVERSTREET.

Orange County is fortunate in having as one of her County Commissioners-elect a man so thoroughly practical and business like as M. O. Overstreet. Mr. Overstreet is known the country over as the successful head and manager and owner of extensive turpentine manufacturing interests. So admirably has he conducted things that the financial returns of the business have been large and exceedingly satisfactory. Mr. Overstreet will be a good executive for the county.



PORTICO AND PARK

THE SANFORD HOUSE



S most delightfully situated on the south shore of Lake Monroe, a beautiful fresh water lake, five miles in width and eight in length. This is an ideal winter resort and a great favorite with tourists and the traveling public. It has been entirely



THE DINING ROOM

renovated and is now under the management of Mr. Harry Driver, late manager of the San Juan Hotel at Orlando, is first class in all its appointments and one of the best equipped hotels on the American plan south of Jacksonville. Its wide and roomy verandas extending the full length of the east and north sides, are among its great attractions for winter tourists.

It is located in the center of the fishing district, surrounded as Sanford is by dozens of fresh water lakes. Any class of boat for fishing can be had at the hotel. This pastime of fishing is very much enjoyed by the winter guests who rarely ever return after an outing without a good string of fish. There is also here good hunting.



H. P. DRIVER

POPULAR MANAGER OF SANFORD'S SPLENDID
HOSTELRY, THE SANFORD HOUSE.

A Famous Winter Resort.

Sanford as a winter resort has been preferred by some of the most prominent people in the United States. It was visited by Presidents Grant and Arthur. The famous fisherman and ex-president, the late Grover Cleveland, has enjoyed himself there. Judge Shiras of the United States Supreme Court, is a regular visitor and innumerable United States senators, opera singers and stage celebrities have found in Sanford a most pleasing winter resort. The famous hunting and fishing grounds of Florida are close by. The climate, irrespective of the seasons, is exceedingly mild and equable. Even during the most heated periods the air is cool and balmy. The days are rarely uncomfortably warm and the nights are practically always cool.



THE SANFORD HOUSE

For the tourist or winter guest, who is looking for a pleasant and attractive location, he certainly need go no further than the Sanford House. The wide, open park, carpeted with Bermuda grass, east of the house and north to the water's edge of Lake Monroe, covered with palms and live oaks, is indeed pleasant to the eye, and

taken with the bright moonlight nights that this section excels in, it is enchanting to behold, either from the verandas or from a stroll to the lake and out on the long pier extending into the lake.



A PARLOR VIEW

A feature for pastime exercise and pleasure is the lawn tennis court on the hotel grounds, always kept in good repair, and again the bowling alley has been in the past quite attractive to lady guests. Taken all in all, its appointments, services, location, surroundings, etc., it is an ideal winter home.

The rates are reasonable for a first class, up-to-date hotel.



LOBBY AND OFFICE



MAYOR FORREST LAKE.

Forrest Lake was born in Newberry, S. C., on the 15th day of July, 1869. He came to Florida at the age of 17 to make his own way in life. At the age of 24 he was elected Mayor of Sanford, and was elected for four successive terms. It was during Mr. Lake's administration that the first bonds were voted for and the first street paving commenced.

On October 25, 1895, he married Miss Maude Anno, of Orlando, Fla. During the year 1897 he moved to Miami, where he lived for two years. In the year 1899 he moved to Santiago, Cuba, to engage in the manufacture of ice. He resided in Cuba for eight years, doing a most successful business. In 1907 he returned to Sanford, and during the same year was elected Mayor of the city.

ANDREW JOHNSON

Andrew Johnson, one of Sanford's leading attorneys, was born in New York in 1853, of Scotch Irish parentage, being direct descendant of the celebrated Dr. Johnson on his father's side and Gen. Robert Gray on that of his mother. Mr. Johnson was admitted to practice by the Supreme Court of Illinois in 1878. In 1882 he moved to Florida and located in Orlando, where he enjoyed an extensive law practice and ac-

COSTS AND PROFITS

Conservative Estimate of Expenses and Returns in Developing a Ten-Acre Tract.

In Six Months, a Clean-up of Over \$5,000, and a Garden of a Farm Thrown In.

Below are some highly-interesting figures, showing the cost and profit of purchasing and developing a ten-acre farm in the Sanford Celery Delta. Land may be bought at about \$100 per acre, although some of it is held as high as \$300 an acre. These figures are very conservative and are verified by the actual experience of truck farmers here. Should any one doubt them, he can easily ascertain their correctness by dropping a line to any of the prominent men whose names or portraits appear in this edition.

COST OF TEN-ACRE FARM READY FOR CROP.

Ten acres of land, at \$100	
per acre . . .	\$1,000.00
Clearing, plowing and harrowing, at \$100 acre . . .	1,000.00
Fencing, at 60 cents per rod . .	96.00
Irrigation system complete (2 wells) at \$100 per acre . . .	1,000.00
	\$3,096.00

COST AND PROFIT OF FIRST CROP—CAULIFLOWER.

Seed and fertilizer, at \$100 per acre . . .	\$1,000.00
Labor (care of	

son to get the celery in as early as it is usually considered wise to set the plants. In short, the fall crop, if put in to mature and harvest about holiday time will bring the best figure, but interferes with best results from celery, if it is the intention to raise a crop of same on the same ground. If, therefore, the first crop is planted early in the fall, it will not bring so large a price as though put in later, but it can be followed immediately by celery, as below.

COST AND PROFIT OF SECOND CROP—CELERY.

Preparation of ground, at \$15 per acre, \$	150.00
Seed and fertilizer, \$125 per acre . . .	1,250.00
Labor, \$50 per acre	500.00
Harvesting (including crates), \$2.00 per acre	2,000.00
	\$3,900.00
Average yield, 800 crates per acre, at \$1.25 . . .	\$10,000.00

Net profit on celery crop.	\$6,100.00
Net profit on above transaction	\$5,454.00
AND YOU HAVE YOUR FARM PAID FOR.	

Besides the profit shown above, the farm is paid for. Also, your land is



JUDGE MINOR S. JONES.

Judge Minor S. Jones, honored incumbent of the bench, was born in Columbia County, Florida, December 10th, 1849, and was reared in Florida. He graduated at the old Lock Pond University, in Hamilton County, Florida, in 1864, the classics of the school being Webster's Blue Speller, Davie's Primary Arithmetic and McGuffey's Third Reader. In the fall of 1864 he was appointed Master's Mate in the Confederate Navy, and was transferred to the War Department and did some little service about Lake City, where he was paroled in 1872, and became a turtle fisherman at Indian River Inlet. Here he was kindly loaned books by Judge Foster and those great and good gentlemen, Messrs. Flemining and Daniel, and studied law in the woods. By his industry, natural ability and perseverance he soon rose to distinction and was made County Judge and Judge of the County Court of Brevard County, which positions he held for many years, subsequently, in 1898 being appointed Circuit Judge. He was a sort of "Arbitrator General" for the people before there were any courts in the county and his awards were always abided by. Judge Jones expresses himself that his proudest distinctions are that the people have always loved him and he is called by them "The Father of the County."



MAIN STREET, LOOKING WEST. FLOWING WELL IN CENTER OF STREET

quired a considerable fortune, when in 1889 he was induced by a line of wealthy clients to manage and develop certain properties in the State of Alabama, since which time up to two years ago he has been engaged in promoting different enter-

(CONTINUED ON PAGE 10)



ANDREW JOHNSON.

crop), at \$30 per acre . . .	300.00
Harvesting (including crates), \$125 per acre	1,250.00
	\$2,550.00

Total cost of land and first crop	\$5,646.00
Average yield (400 crates per acre), 4,000 crates at \$1.25 . . .	\$5,000.00

It will be seen that the first crop gives a net profit of \$2,450 and nearly pays the cost of the land, clearing same, breaking up and irrigating, besides its own expense. Lettuce, too, is a fine and well paying crop to put in early and mature the fore part of November, which gives opportunity to succeed same with celery. Indeed, it should be explained that if celery is to be grown with success, it should be started during the fore part of November so as to harvest and market in early spring, thus avoiding possible hot weather detriment. While cauliflower is an easy of production and remunerative crop, it cannot be expected to bring so good a price in the market if early planted, for the reason that it comes more directly into competition with the northern grown article, while on the other hand, if started late it will not come off in sea-

now worth from \$500 to \$800 an acre. You can now take a vacation and go "up North" for the summer, returning in time to repeat the previous year's operation. This time you have no land-buying or clearing and irrigating expenses to figure in, so you can make your profits correspondingly larger. If you do not wish to leave, but decide to remain here and cultivate your farm during the summer season, you can grow two crops, as for instance, one of corn or potatoes and one of hay, before the season for again planting cauliflower or lettuce and celery.

Can you think of an investment of whatever character, in any locality, that is so safe and so sure of large returns as an investment in the truck lands of the Celery Delta of Sanford, Florida?

Write for What You Want.

Glowing reports of the wonderfully rich farms of Sanford have aroused so much interest that many people in Florida and in other states have become desirous of learning more about Sanford.

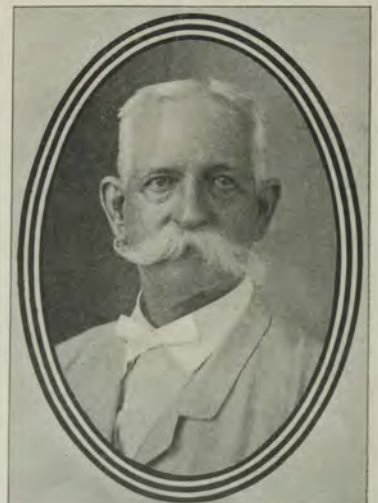
But the intention is not so much to give specific information as to awaken by means of illustrated review, a still deeper interest in the desirableness of Sanford for truck farming, for winter pleasures in hunting and fishing, for business and for manufacturing.

Detailed information will be sent to all who write for it.

THOMAS E. WILSON

Thomas Emmet Wilson, lawyer, was born in Putnam Valley, New York, October 1st, 1847. He was educated in the public schools and at the military academy of Peekskill, New

(CONTINUED ON PAGE 10)



THOMAS E. WILSON.



Holden Real Estate Company

Composed of W. D. Holden and W. J. Thigpen. Mr. Holden is a native of Florida. Mr. Thigpen came here from North Carolina two years ago.



To begin with, we wish to state that neither of us is the father of the celery industry at Sanford, that neither of us has done any great amount of practical farming here. Mr. Holden is a practical real estate man of many years' experience. Mr. Thigpen was a successful merchant before coming to Sanford.

We are the heaviest investors in and the largest owners of Sanford city real estate. We



are large owners also of country property, both farms and unimproved land.

We are not the pioneers in the real estate business at Sanford. When we came here two years ago there was one man in a small office doing business here; now there are five well equipped real estate offices in Sanford. No better evidence of the activity of the real estate market or of the soundness of our proposition can be had than this.



BIRD'S-EYE VIEW OF SANFORD

We bought city property because we thought then that Sanford would be a good town very soon and a fine city a little later. Our judgment has been more than justified. We have the town, we are now beginning on the city.



A FIELD ON H. H. CHAPPELL'S FARM

We are selling more land to more new people than any other firm in the place, not because we are more honest or better men than our competitors, but because we try to sell every man a bargain. Our own property we sell on long time and easy payments. No one has ever

bought property from us without making money by the transaction.

Write us for our descriptive literature and any specific information desired, and when you come to Sanford give us a call before closing a trade.



Holden Real Estate Company

Sanford,

Florida



Over One Thousand Cars

From Three Hundred and Fifty Acres

Of Celery Alone, the Present Year.

Over 1,000 cars of celery alone have been shipped from Sanford the present year. This crop was harvested from about 350 acres of land in the Celery Delta surrounding this interesting city. Shipments are now going in every direction and the fame of Sanford Celery is widespread. Year by year the demand increases and new localities are demanding it. Strange as it may seem, Grand Forks, North Dakota, this season, was added to the list of towns that ordered celery from Sanford. The carloads that went there last spring show plainly that this celery growing district has an advantage over California not only in the matter of nearness to the great market centers, but that its products are wanted away off toward the outskirts of the territory that would naturally be supplied from the Golden Gate region.

Messrs. Chase & Company, extensive buyers and shippers, the present season of 1908 have handled at Sanford the products stated below, and this firm is but one of several large concerns that purchase and ship from this point. The below statement, taken from their books, does not include their handlings in other lines. Of oranges, they shipped the past year 823 cars, and of pineapples over 400 cars. These did not all come from Sanford, however. When we add that in 1899 the shipment from Sanford was barely four cars, the wonderful growth of the product business in the Sanford Celery Delta may be in a measure understood. From Chase & Co.'s books it is seen that 120 acres of celery, season of 1908, grossed to the growers \$106,028.16.

In the following statistics, note the increased number of cars that left Sanford in 1908, as compared with 1907.

MOVEMENT OF VEGETABLES FROM SANFORD, FLA.

Season 1907-1908			
By Freight.		By Express.	
	Crates.	Cars.	Crates.
Celery ..	190,254	682	14,260
Lettuce ..	106,874	403	13,965
Cauliflower	9,812	38	1,345
Miscellaneous, including potatoes, squash, beans, cucumbers, tomatoes, etc. ...	16,077	70	4,933
	323,017	1,193	34,503
Number of crates by freight..	323,017		
Number of crates by express.			34,503
Total			357,520

Season 1906-1907			
Celery ..	158,197	595	20,182
Lettuce ..	62,650	252	12,974
Cauliflower	715	10	2,154
Miscellaneous, including potatoes, beans, cucumbers, tomatoes, etc. ...	6,857	37	4,005
	228,419	894	39,315
Number of crates by freight..	228,419		
Number of crates by express.			39,315
Total			267,734
Increase, 1907-1908, 89,786 crates.			

This does not include Trilby Branch or Lake Charm Branch. It includes only Sanford proper.

A BUNCH OF ROSEBUDS

SAMPLE OF AMERICAN BEAUTIES WE GROW IN SANFORD

MISS MAY THRASHER

MISS MARGARET DAVIS

MISS NORMA HERNDON

MISS ERNESTINE WEBB

MISS SERETA LAKE

MISS ESTHER MILLER

MISS HELEN PECK

F. P. FORSTER

CASHIER of the First National Bank of Sanford, F. P. Forster, came from the Buckeye state to the Cracker country, November 27, 1875. He spent some three years at Fort Reed, then moving to Sanford where he for some time held the position of Deputy Postmaster. His appointment as principal in that department, came in 1881. Three years later the Lyman Bank was organized, and Postmaster Forster was offered and accepted the position of Teller, subsequently rising to the Asst. Cashiership. In 1887 the First National Bank of Sanford was created, and from its beginning until the present, Mr. Forster has been the capable executive and trusted Cashier of this solid institution. He is also a member of the Board of Directors, and in this connection it is proper to state that he likewise is Director of the Florida National Bank at Jacksonville. For more than a decade, Mr. Forster was Grand Treasurer of the K. of H. in the state of Florida, and was Supreme Representative from this state to the Supreme



F. P. FORSTER

Lodge of the World for two terms. Among other prominence, honored and accorded him, was the responsibility of Third Vice President of the Florida Bankers Association, Councilman for some time of Sanford, and Member of the Board of Trade. Fraternally, he is a Mason, standing high in the order. Mr. Forster has always taken a lively interest in the welfare and advancement of Sanford, and today is predicting, as he has every reason to, a bright future for the Celery City.

THOMAS E. WILSON

[CONTINUED FROM PAGE 3]

York. He was admitted to the bar in Brooklyn, New York, in December, 1868, and has since then been actively engaged in the practice of law in Florida. He was State's attorney for the Seventh Judicial Circuit of Florida from January, 1873 to January 1877; county solicitor for Orange County, Florida, from 1873 to 1877, for Volusia County, Florida, from 1874 to 1877, and for Brevard County, Florida, from 1875 to 1877. He procured the charters for and became attorney in 1879, of the South Florida Railroad, then the most Southern railroad in the United States, and General U. S. Grant turned the first shovel of earth on its construction in March, 1880; procured the charter for and became attorney of the Florida Midland Railway in March, 1883. He became attorney for the Orange Belt Railway in June, 1886, and procured an extension of the charter to build to St. Petersburg, Florida, and to Sanford, Florida, and procured a charter for the Sanford and St. Petersburg Railroad; was vice-president and general counsel and a director of the Orange Belt Railway, from 1889 to 1893, and general counsel and a director of the Sanford and St. Petersburg Railroad from 1893 to 1895.

He procured charters of incorporation for Sanford, Florida, and St. Petersburg, Florida, both thriving towns and at different times has been their attorney, and he was postmaster at Sanford from 1877 to 1880. Mr. Wilson has traveled around the world, and in 1870 went to Australia and New Zealand and to the borders of the Antarctic Ocean, sailing around the Cape of Good Hope, Cape Leuwin and islands south of New Zealand.

He is a Republican in politics. He is a charter member of the Orange County (Florida) Bar Association, and was vice-president of the first Florida Bar Association. He married at Sylvan Lake, Florida, July 9, 1900, Lizzie Anna Fox.

ANDREW JOHNSON

[CONTINUED FROM PAGE 3]

pries, principally railroads, having constructed and operated three lines. He has been through all the financial crises since 1889 down to the present time, and as he himself says, has had his ups and downs.

Mr. Johnson has been an extensive traveler, visiting Europe on five different occasions, as well as one trip to the far East. There is hardly a point on the globe that he has not visited or is familiar with; he especially knows the United States, not a state or territory in it that he has not carefully looked over save Maine, Vermont and New Hampshire, and as a result of his travels and investigations, experience and information, he has, after seeing all others, returned to Orange County and declares that all things being considered, Orange County is the banner county, not only of these United States, but of the world. When asked why, he says: "The people are different. I love the people, the climate is everything that can be asked for, it is the only place where I can live without pain and sickness, its possibilities are great there is no point left where the homeseeker or speculating investor can today place his money as certain of remunerative returns as in this county and especially around Sanford. No mistake can be made in buying property and making a home in or near Sanford." Mr. Johnson has resumed the practice of his profession and says that while there is not much money to be made by a lawyer here, that he can enjoy in this climate what little he does earn and prefers it to making more money in the north and suffering with rheumatism and other ailments.

SHELL BANK—So named because of the natural conditions, a bank of shell on the St. Johns River, contained in a tract of 32 acres of high ground.

Shell Bank, the beautiful, the picturesque and unique, at the head of Lake Monroe, and the only bluff bank on the famous St. Johns River within many miles of Sanford. Navigable river, large enough for freight steamers and pleasure craft. Overlooking vast expanse of water and prairie, bordered and covered with native flowering plants, wild sunflower, water hyacinth, etc.,

FOR SALE, REAL ESTATE



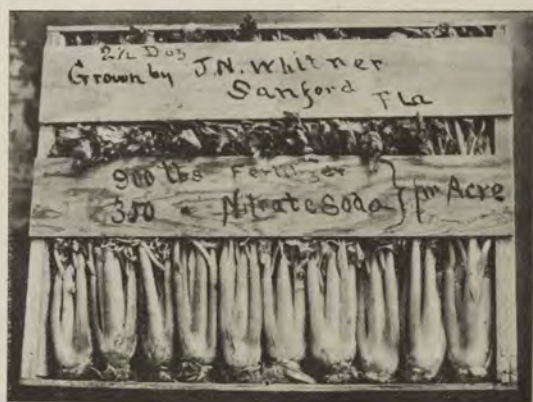
SHELL BANK

which in season makes a perfect panorama of beautiful color. Once the home of the pre-historic race of Mound-builders, who have left ample evidence of their existence behind, and later the haunt of the red man. With noble oak and palm of nature's planting, needs but the touch of an artistic hand to make it radiate—a perfect gem. Fertile lands, productive of crops of every clime. Artesian wells, supplying famous sub-irrigating system already established. Boating, fine fishing and hunting at the very threshold. Three miles from the CELERY CITY, on the



VIEW OF CELERY FIELD

fine auto road and the ferry to an adjoining county, leading to the "East Coast Country," Ormond, Daytona, and the Atlantic beach only thirty miles away. No other place in this locality can offer such exhaustless inducements for a home, with pleasure and profit, a place of beauty, coupled with its crowning glory of health and climate, will make it a joy forever. Ideal for winter home of some man of wealth, or location and grounds for a tourist and hunters' hotel.



In addition to the above properties, which are among the largest and most expensive that are for sale, I have a few, and they are very few, smaller improved places for sale.

The net income from trucking land under cultivation, with flowing wells and irrigation plant installed, is so great that very little is for sale or rent, and such property sells at good prices. Yet, when such property can be had, under good management, one season will pay purchase price. Parties of limited means prefer to buy unimproved lands and improve them themselves, in doing



VIEW OF HEAP OF VEGETABLES WITH RIVER BEYOND

which there is a good profit. Of such land, on which flowing wells are guaranteed, I own and control a larger and wider selection than any other in the Sanford Celery Delta. I have lived at Sanford for forty years and have a wide acquaintance in Florida. If you have friends in Florida, they can find out my standing and integrity; if not, I refer to U. S. Senator Jas. P. Taliaferro and the Barnett National Bank, Jacksonville, Fla., and First National Bank, Sanford. Further information with maps, cuts, etc., furnished on application to

J. N. WHITNER, First National Bank Building, Sanford, Florida

LOCATED on Celery Avenue, two and one-half miles from Sanford, is one of, if not the most highly improved place on that famous street. A handsome and commodious house of 15 rooms with modern conveniences, embowered in live oak and palmetto trees. The tract contains 84 acres of land, 20 in cultivation, twenty more above high water, and balance rich with muck, enough to keep it all fertile for generations. Every equipment necessary to continue the splendid income of the past few years is on the place. The owner's other interests induce him to offer this property for sale, which he does on liberal terms, which will be furnished with cuts and description upon application.

Property will be sold on an absolute guarantee to net 20 per cent on purchase price after paying all expenses the coming season. Purchaser to farm it under the seller's instructions. It will probably pay 30 to 40 per cent, 20 per cent is guaranteed. This is business and means what it says.

J. N. WHITNER



Gate City of Florida

Picturesque Scenery, Healthful Activity, Sportsman's Paradise.

Beginning at Sanford and stretching for miles to the south, east and west, is the prettiest part of Florida. If its beauties and advantages were properly brought to the attention of the vast army of people who annually come south to escape the rigors of a northern winter, it would quickly become the most popular winter resort in the world.

For one hundred miles on to the south from Sanford the St. Johns River is navigable for small pleasure craft. During four or five winter months myriads of duck and snipe migrate to these waters and adjacent lowlands; and in the virgin forests stretching away on either side, quail, turkey and deer are found in great abundance, with now and then a bear, wildcat or panther.

The waters of the river and the numerous lakes of which it is formed are teeming with black bass, small mouth bass, pickerel, catfish, grinnel and perch of many varieties. Truly a sportsman's paradise!

Orange County, in which Sanford is located, was the pioneer in the movement for good roads in Florida, and today has more improved highways than any county in the state and, in proportion to her population and wealth and the size of her towns, owns four times as many automobiles as are owned in any of her sister counties.

The auto owner can get in his machine at Sanford, cross the St. Johns River on the ferry at the foot of Celery Avenue, and go to the famous East Coast resorts in Volusia County, spend several hours and get back the same day; or he can start south and pass through Altamonte Springs, one of the prettiest spots in Florida, on through Maitland, Winter Park, Orlando to Kissimmee at the head of the Kissimmee River in Osceola County. This latter road runs for thirty miles through a rolling, sandy upland, interspersed with beautiful, limpid, clear water lakes, bordered by forests of pine, oak and the stately and beautiful magnolia, occasionally broken by some beautiful orange grove or the grounds and handsome residence of some wealthy winter resident.

To the southwest are four clusters of sulphur springs, Palm Springs, Hoosier Springs, Wekiwa Springs and Rock Springs, each forming its own little stream, all finally uniting to form the Wekiwa River, one of the tributaries of the St. Johns River, emptying into it seven miles north of Sanford. Launches go from Sanford right up the Wekiwa River and tie up right in the basin of these great springs.

The waters of all these springs contain medicinal qualities of known value to the citizens living in this section. The acquisition and the development of these properties offer an investment for large capital, which will prove highly remunerative and confer a boon on humanity as well. One more of the very numerous attractions of this wonderful section of country.

Many thousand dollars are being expended in and around Sanford in improving the streets and other highways, beautifying the parks, of which Sanford has a half dozen, with the view of making this one of the most attractive points in the state to the home-seeker and the winter visitor.

The town and vicinity have no superior in the state so far as climate and natural attractions go. We now have one of the best hotels in the state, several smaller hotels and a number of good boarding houses. It is quite certain that another summer will see the erection here of at least one more large hotel.

Sanford Delta.

In and around the city are rich black hammock and prairie lands which were considered of no particular value until within the last few years. On several thousand acres of these lands can be obtained artesian wells of great force and volume, by driving only a hundred feet. A few years ago some one conceived the idea of irrigating the land by means of these wells and it was from this idea that the wonderful development in the Sanford district originated.



ON THE ST. JOHNS



MAUDE LAKE
The Baby of the Mayor's Household



Baby's "Horse Ride"



ON THE WEKIWA



A FISHERMAN'S HUT



A PROUD CATCH



"A Pressing Engagement"

**Fine Tailoring, Clothes Renewed,
Panama Hats Cleaned.**

Your Business Favors Solicited,
Work Guaranteed. Prices Right.

COME AND SEE

C. D. WILLIAMS, Welborn Block



CITY PARK AND BAND PAVILION

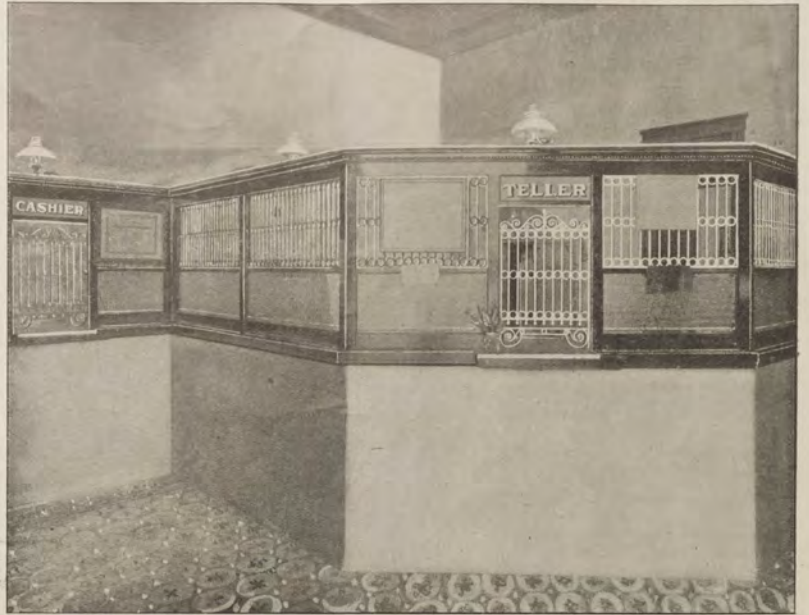
Peoples Bank of Sanford

Capital \$30,000.00

ABSOLUTE SAFETY, because all deposits in this bank are *insured against loss* from any and all causes. This is free protection to the depositor and is in addition to protection afforded by fire insurance, burglary insurance and fidelity insurance---all paid for by the **Peoples Bank of Sanford** for the benefit of depositors.

Polite
Confidential
Liberal
Prompt

Service



INTERIOR VIEW OF PEOPLES BANK OF SANFORD

Four per cent interest, compounded quarterly, paid on deposits in our Savings Department. Safety Deposit Boxes for rent.

Foreign Exchange issued on all important points.



PEOPLES BANK OF SANFORD

Every accommodation, consistent with sound banking, is extended to our patrons. The same careful and prompt attention is given all accounts, whether large or small.

We appreciate the business of our patrons, and endeavor to show our appreciation. New accounts solicited.

Healthfulness.

This is a question paramount with all. Sanford's health has become almost proverbial in the Southern States. She is located in the finest spot in God's own country, Florida. She has the best of water, and the cleanest of streets. She has good cool air blowing over her at all times. She has a high state of civilization in her people, and has the latest and most sanitary arrangements for good health. The death rate here is lower than in any other portion of the country. The rate of birth increase is higher. Spring water—that solves the question of health. As the water is, so are the people, and so is their health. Ninety-eight per cent pure according to the most critical tests. This is what makes Sanford the most healthful part of Florida.

A Farmer's Soft Snap.

Less than ten years ago not a bunch of celery or head of lettuce was grown at Sanford; and scarcely a man who is growing these crops successfully now but was then engaged in some other business; and scarcely any of them knew anything at all about farming.

Your Northern crops are harvested before it is time to plant here. Why not come down to Florida out of the cold and grow a more profitable crop than you can grow on your own farm? The change of climate will add years to your life and you will besides double your earning capacity. Orange growers have been doing this for years and for several seasons past an increasing number of truckers have been farming here in the winter and farming in the North in the summer. It's the easiest thing imaginable. It's the only soft snap farmers ever had.



ON LAKE MONROE

M. M. Smith, President
H. R. Stevens, Vice-President

G. S. Derry, Cashier
H. E. Tolar, Asst. Cashier

DIRECTORS:

M. M. Smith
A. Vaughan
K. R. Murrell

H. H. Chappell
H. R. Stevens
P. M. Elder

C. F. Williams
E. H. McNeill
C. M. Hand

Nearly Two Hundred Families from Canada

Coming to Locate in Sanford Early This Fall.

The rapid growth of Sanford will be still further enhanced this fall by a colony of 190 families, who will remove from the bleak fields of Canada to cast their lot in a land of perpetual spring. These people have heard of the land of sunshine, where one acre yields more net returns than a whole farm where they are now located.

They will, therefore, move to Sanford some time this fall and engage in the pursuits of trucking and agriculture.

These Canadians are honest, industrious and thrifty people, and they will be welcomed by our citizens.

The Huntsman's Paradise.

Sanford is the ideal spot for the sportsmen's headquarters. Small game, such as quail, duck, snipe and plenty of fish are close at hand, while larger game, wild turkey, deer, catamounts and bear are within comparatively easy reach.

The Picturesque St. Johns.

No tour through Florida is complete without the famous St. Johns River trip from Jacksonville to Sanford. Charming indeed is this fine river, which the Indians named "Welaka," meaning a chain of lakes.

Health-giving Artesian Water.

The artesian wells all over Sanford, flowing with pure white sulphur water, are a certain panacea for dyspepsia, kidney and bladder troubles.

A FEW OF THE ELITE

QUARTETTE OF SOCIALLY PROMINENT MARRIED LADIES



MRS. HARRY P. DRIVER
WIFE OF THE MANAGER OF
THE SANFORD HOUSE



MRS. GEORGE DE COTTES
WIFE OF THE
COUNTY SOLICITOR



MRS. SAMUEL PULESTON
WIFE OF ONE OF SANFORD'S
PROMINENT M.D.'S (PHYSICIANS)

MRS. FORREST LAKE
WIFE OF THE MAYOR OF
THE CITY OF SANFORD



A VIEW DOWN MAGNOLIA AVENUE



PARK AVENUE, LOOKING TOWARD LAKE MONROE

Enjoy a Trip to Sanford.

When you arrive in Jacksonville next winter take the boat and go up the beautiful, winding, historic St. Johns to Sanford, where you can get the purest of water and the best of vegetables, and where horse-back riding, hunting and fishing are made doubly enjoyable by the unique roads and forests.



THE HOME OF THE CHRONICLE

(This block is one of the Holden & Thigpen pieces of property.)



W. D. BELL

Editor of *Sanford Chronicle*, was born near Gainesville, Florida, March 16, 1882. Educated in the common schools of the State, he entered the law profession at the age of 21, and has been in continuous practice since. He purchased the *Sanford Chronicle* early in 1908, since which time he has devoted much of his attention to the improvement of his newspaper, which is today one of the most widely read and quoted weekly journals in the State.



THE CHRONICLE BABY

Young son of W. D. Bell, Editor of
The *Sanford Chronicle*.

The Mecca Hammock Lands

Rich as a Garden and Requiring the Minimum of Fertilizer.

We believe we are not amiss in saying that just a little the richest, super-abundantly fertile and, withal, well located lands in all the Celery Delta, are to be seen by driving southward, out Sanford Avenue, and down Mecca Ave., toward Lake Jessup. The Mecca Hammock lands are a perfect garden of black soil, further enriched with decayed vegetable matter. Comparatively little fertilizer will be required here to produce a crop of anything desired to be grown. These magnificent lands lie within half a mile



LAND IN PROCESS OF CLEARING ON THE MECCA HAMMOCK



FLOWING WELL ON THE MECCA HAMMOCK LANDS

of railroad and shipping point. We do not know of their equal, price and quality considered, as an absolutely certain business investment.

Two Thousand Dollars Profit Per Acre.

When we say \$2,000 net profit per acre, we do not mean that such a profit is sure to be realized every year, although as high as \$2,500 per acre have been known, repeatedly. Some men make failures wherever they go. This much, however, is true: The person who intelligently farms it on any of the good celery lands of Sanford, year after year, is bound to become rich, and on the Mecca Hammock lands the accomplishment is still further simplified and made easy of attainment.

B. A. Howard, J. N. Whitner, A. H. Crippen, Sr., Surveyor Schuch, Artesian Well-constructor Stafford or any other well informed representative man of the city can verify the claims made for the Mecca Hammock Lands.

PLAXCO PRESS

COMMERCIAL
PRINTING

The Neatest
& Best equipped
Printery in our Locality



RULING &
BINDING

W.M. Plaxco, Propr.
Sanford, Florida.

BERRYING FOR MONEY.

Strawberries can be grown around Sanford at a cost of from \$100 to \$125 an acre, and an acre will produce \$400 to \$1,000 worth of berries.

SANFORD ALL RIGHT.

Nowhere will you find bigger hearted or more generous and cordial people than are found in Sanford on the Monroe.

LUMBER ADVANCING.

The sawmill men of South Florida have advanced the price of lumber fifteen per cent over the ruling prices for the past year.

FERTILIZER FACTORY.

Messrs. Barlow, Holden and Johnson have organized, to build a Fertilizer Factory.

THE ORANGE CROP

Estimates of the coming orange crop place the yield at about five per cent larger than last year.



THE PICO HOTEL

Mrs. B. E. Takach, Proprietor.

Mrs. Takach cleaned up the snug little sum of \$10,000 from her celery farm the past year, which shows what an energetic woman can do.



MISS ARANKA TAKACH

Daughter of Mrs. B. E. Takach and prime assistant as well as general favorite about the hotel.



J. W. DICKINS' LIVERY

The above snap-shot of J. W. Dickins, drawing the ribbons over one of his spanking teams of flyers, does not convey as good an idea of this well equipped livery as should be shown, in justice to the proprietor and his excellent establishment. No handsomer turn-outs or more reasonable charges are to be found than are always furnished at the Dickins stables. In visiting the city and surrounding country, a ride behind a gentleman's driver from the Dickins barn is an added delight.

Sanford Celery Delta.

Some Six Miles in Length, and
Less than Five Miles Wide.

The Sanford Celery Delta, consisting of a narrow strip of land bordering on the peninsula formed by Lakes Monroe and Jessup, which are connected by the tortuous St. Johns River, is, in many respects, the most remarkable and productive land known. This peninsula is about six miles long, and at its neck, or narrowest point, less than five miles wide. The celery or trucking land (for any agricultural product may be grown to perfection) is a strip like a horseshoe, which is from one-half to a mile or more wide. It is located above overflow by the river and lakes, and yet not above the altitude at which artesian water flows, which is approximately twenty-five feet above mean water in the river.

This artesian water is supplied by the same underground stream that supplies the large, white sulphur springs at the same general elevation at which our wells flow. Some of these great springs form navigable rivers and have been gushing for ages through cracks or holes in the rocks. So, whenever a pipe is driven to this stratum of rock and a hole is drilled through it, out gushes a never failing stream of water. A two-inch well is enough for five acres and costs seventy-five dollars or less.

The Sanford System of Sub-irrigation is well understood and the facility with which it both irrigates and drains these lands has been discussed. This article is designed to show why these claims are true of these lands and why they are so enormously productive.

In the first place, the soil is sandy



POSTMASTER C. F. HASKINS.

Chas. F. Haskins, the Postmaster, has been a resident of Florida since February, 1889, and the most of the time since that until January, 1904, was employed on the railroad as an engineer, running on the different lines out of Sanford. In July, 1903, he bought a home about three-quarters of a mile west from the postoffice, on 3rd street. Since then he has been engaged in truck farming, and has been successful in raising celery and lettuce. September 19th, 1907, he was appointed Postmaster, and took charge of the office October 1st. Up to the present, the receipts of the office have been steadily increasing. As business had increased in the office so that the office force was unable to attend to the work, he received authority from the department to put on another clerk. A larger increase is anticipated in the next twelve months, but it is expected to be well prepared to take care of it. There is but one R. F. D., but it is thought there should, and will be two more, one on the east side and one on the west. The latter has been sketched, and there are subscribers enough for an 18 mile route. The papers are already in Washington. The one on Celery Ave. is hoped for in the near future.



THE WELBORN BLOCK.

The Postmaster and all his assistants are pleasant and accommodating in their official acts, and the Sanford Postal service is eminently satisfactory.

ONIONS AND ASPARAGUS.

The initial number of R. J. Holly's new paper, the Sanford Herald, contains, among other things, much valuable information from competent contributors regarding Onion Growing and Asparagus Culture. These articles of consumption, as well as strawberries, are destined to be mammoth and splendidly paying crops around Sanford in the very near future. The people are fast discovering that there is big money in almost anything they choose to raise on the irrigated celery lands of the flowing water belt, about the Gate City.



FARM RESIDENCE OF THE POSTMASTER.



"VILLA SHOORA," PROPERTY OF C. R. WALKER.

loam, through which water quickly runs by gravity, and is readily absorbed by capillary attraction. This soil and sand is ordinarily only two or three feet deep and is underlaid by "hard pan," or a sort of sand rock practically impenetrable by water. When this does not exist, sub-irrigation is practically impossible. It will readily be seen that it only takes a limited amount of water to saturate the soil between the tile, which is ordinarily eighteen inches deep, and the hard pan, from six to eighteen inches lower. At eighteen inches, capillary attraction effectively and readily brings it to the surface, even where no stop boxes are used. So much for irrigation.

For drainage, when wells are shut off and tiles open, the water on the surface runs quickly into this open tile and off into the waste ditches. It only takes a few minutes of hard rain to start them running, which they continue to do until evaporation calls for a supply from below. One would think that such soil and such a system would soon wash all the fertilizer out of the land. Some believe that this is true and insist that constant applications of fertilizer should be made following every shower. The fact is, the lands grow richer and richer year by year and the further fact that rain does not leach it out is amply proven by the wonderful growth of weeds, grass or any planted crops during the rainy season, when torrents of rain have fallen since any fertilizer whatever has been applied.

The writer only offers one solution of this apparently contradictory condition, to wit: this sand seems to be a perfect filter and the coloring matter, indicative of fertility, is only found to

a depth of six to eight inches. Do not misunderstand; it is not meant to say that these lands are extra fertile to begin with and of themselves grow richer every year; far from it. He would be a poor farmer indeed and would soon be ruined under our high class, intensive farming, should he fail to use ample fertilizer on each crop, or fail year by year to enrich his soil by green crops and rough manure or muck, thus supplying that absolutely essential element, humus, to the soil. This is essential, both from the point of fertility as well as the mechanical condition of the soil. Especially is this necessary in growing celery.

The Celery Delta is unique in being surrounded by an exhaustless supply of this muck or alluvial deposit, analyzing approximately two per cent of ammonia and worth several dollars a ton, both in Lakes Monroe and Jessup and on the prairie surrounding them, which is cheap and easy of access. This insures perpetual fertility and practically virgin soil each year.

The Celery Delta is unique in having abundant water, effectually distributed, and after plant is installed, without cost; the undisputed claim that this mineral water destroys injurious root germs so that the same crops grow vigorously and continuously on the same ground; drainage so effective that the soil is never too wet to work twenty-four hours at a time; a climate where hardy vegetables luxuriate all winter and man finds it a daily delight to be out of doors.

This is no fancy sketch, but actual, cold facts which a visit to Sanford will verify.

Yours truly,
J. N. WHITNER.

CHAS. H. EVANS

Fancy Groceries

Most complete line of
CIGARS and TOBACCO
in the city.

Mr. Evans is one of the City's Councilmen, and his portrait will be seen in the group of that body, shown on another page.



ALDERMAN EVANS, AT HOME IN HIS GROCERY STORE.



INTERIOR OF THE POST OFFICE.

Marks Real Estate Agency

ESTABLISHED IN 1869

The oldest Real Estate Agency
in Orange County
Florida

\$300,000.00

worth of Orange Groves at a Sacrifice.

Improved and Unimproved
City Property.

Timber and Turpentine Lands.
Celery Farms and Celery Lands.

In fact any and all kinds of fine Real Estate.

Our specialty is Celery Land.
We handle the very best.



CAPT. RICHARD H. MARKS

CAPT. RICHARD H. MARKS was born in Georgia in 1839. His father was a Minister of the Gospel and his early years were spent in the parsonage. He attended college and graduated as a civil engineer.

He was one of the first volunteers in the civil war, enlisting as a private, and was promoted for valiant service to the rank of Captain; after being mustered out he took up the practice of his chosen profession, that of civil engineering.

His health was so broken by exposure in the army that after a number of hemorrhages he was forced to seek a more healthful climate to prolong his life. He was fortunate in choosing Orange county, Florida, as is evidenced by the fact that he has enjoyed so many years of unbroken health and is today as vigorous and active as he was 40 years ago.

In his capacity of civil engineer he laid out and platted for General Sanford, the town of Sanford, and sold the first lot in the town.

He established a real estate agency in 1869, and is today the oldest real estate man in Orange county, if not in the state.

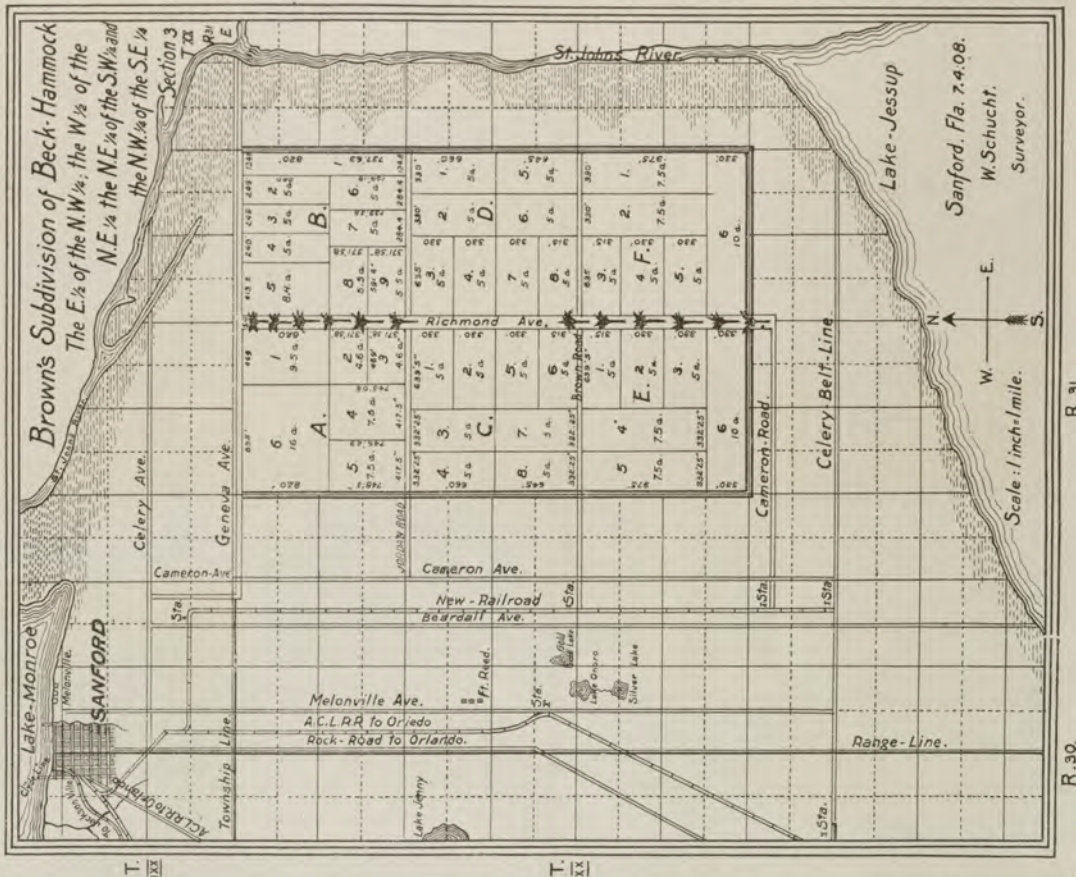
About a year ago he associated with himself Mr. Frank J. Powers, a young man known throughout the entire community as one of the most active hustlers in the state and the fact that the two together are today enjoying the most prosperous business of their career is an evidence of the great confidence the public feels in these two well known gentlemen.

WE have recently added to our already choice selections of celery and lettuce lands the famous "Beck Hammock," 240 acres of the richest land in Orange county. This rich body of land has been platted in 5 to 10 acre farms, with roadways and ditches dug and a portion of each tract cleared, tiled, wells dug and ready for cultivation.

The quality of this land is such that it will undoubtedly yield a larger crop with less fertilizer than any other body of land in this section, and will save to any purchaser in one or two crops the first cost of the land.

We believe that this land, besides other crops, will produce one thousand crates of celery to the acre.

This, together with the ornamental and decorative features that have been preserved, making it an ideal location for a home, leads us to unhesitatingly recommend it as one of the most attractive and profitable investments the south has to offer.



T. 22

T. 21

R. 31.

R. 30.

MR. BROWN, who only recently retired from the mercantile business in Richmond, Ind., was not in good health and was attracted to Sanford, Fla., because, on account of its unrivaled climate, it is one of the best places in the world to recuperate, and in addition he feels that it offers what so few health-giving localities in the world can boast, the opportunity during the convalescent period to make more money than anywhere else on earth on the same energy and investment.

Only a short time before his arrival in Sanford, the several owners of the famous tract of land known for the

past seventy-five years as "Beck Hammock," and reputed to be the richest 240 acre tract in the state, decided to place the same on sale as a whole.

He at once made arrangements to secure possession of the entire tract, and immediately began the work of subdividing it into 5 and 10 acre farms.

Since nature has been so generous in providing in this tract such fertile soil and so lavish in offering such a gorgeous and magnificent growth of evergreen forest, it has been the thought throughout all the plan of subdivision and clearing to profit by the neglect of so many and preserve as far as possible

the natural beauties of the section. Wide roadways have been opened up with double driveways, and gushing fountains will be placed at the intersection of the avenues, and purchasers will find an ideal place for a typical Southern home among the palms and magnolias.

When you couple with the beauties of location the fact that these lands will produce more to the acre with less expense, it makes it one of the most attractive farm propositions probably ever offered to the public in the history of the country.

Write to Richard H. Marks, Sanford, Fla., Real Estate Agency, or Edgar E. Brown, Richmond, Ind.

EDGAR E. BROWN
OWNER OF THE FAMOUS "BECK HAMMOCK"

F. J. POWERS

THE RICHARD H. MARKS REAL ESTATE AGENCY,
SANFORD, FLORIDA



MISS MIRIAM METTINGER.



MRS. FANNIE STEMBRIDGE MUNSON.



MRS. J. K. METTINGER

A Little Klondyke.

Sanford is a city of small farms. Five acres is a good-sized farm in that locality—too large a farm, in fact, for the average inexperienced man to handle. Those who have gone to Sanford willing to cultivate thoroughly a small piece of land, have done exceedingly well. They do nearly all the work themselves. The money equivalent of well-directed personal labor is so great that one man who merely rents an acre, enthusiastically describes it as a little Klondyke.

Back Yard Money-making.

Sanford has an average of twenty acres in back-yard celery farms.

A MUSICAL GROUP

QUINTETT OF SANFORDS
GIFTED & POPULAR
YOUNG LADIES

MRS. J. B. STRYKER

MRS. E. E. WEBB

MRS. D. L. THRASHER



STUDIO OF MRS. FANNIE S. MUNSON

Mrs. Fannie Stenbridge Munson, teacher of the pianoforte, is doing an excellent work in musical lines for the young people of Sanford. She is a competent, conscientious instructor, indefatigable in her labors and deserving of commendation for her unfiring devotion to and love for her profession. That her efforts are appreciated is evidenced by the very large number of pupils demanding her energies and completely occupying her entire time.



MRS. B. T. HOUSER



COUNTRY RESIDENCE OF REV. J. F. MCKINNON
Mr. McKinnon is the Pastor of the First Presbyterian Church.



MRS. B. W. HERNDON



MRS. FRANK MILLER
SISTERS, AND SOCIETY FAVORITES



RESIDENCE OF A. M. THRASHER

Mr. Thrasher is one of Orange County's ablest and most successful attorneys. He is safe counsel, diplomatic in practice, a staunch protector of his client's interests, and commands the confidence and respect of the people universally.

COMPLIMENTING THE CLIMATE

Few of us perhaps realize how much the weather has to do with our state of mind and general health. Indeed, notwithstanding all that may be said concerning the benefits of climate in itself, the influence of weather conditions upon mind, and of mind upon physical vigor, are becoming more and more recognized problems worthy the consideration of any and all who would enjoy to the fullest the heaven-given blessings of a sound and healthy body, as well as cheerful disposition and clear-headed mental capability. For this reason we wish to call attention to the fact that a kind providence has scattered most of the bad weather everywhere and anywhere else than in Sanford, Florida. Sanford summers are delightful, and her winters are incomparable. It is not easy to give a recipe for perfect weather any more than it is to describe a pretty flower. But the elements of perfection in the southland of Sanford are simple. There is the bright sunlight, beaming with golden friendliness and luring the cooped-up, frost-imprisoned denizen of the North to bask in its warmth. There is the clear air, with just a touch of invigorating autumn coolness for the winter season, and luxuriously balmy in summer time, inducing that "dolce far niente," or sweet-do-nothing blissfulness, so charming to the senses. There is the constant circulation of air, gently bracing in winter and soothingly cooling in summer, sifting through one's garments, fanning away insect annoyance and suggestive of health-giving ozone. There are the lazy paced cumulus clouds that stand out against the bluest of sky in silvery masses, forming a celestial panorama. And there are Lakes Monroe and Jessup and the St. Johns River, with their verdant banks and vari-colored swells and wavelets and pleasure boating and commercial navigating. And this rhapsody is not inspired by the thought that this day or this particular season stands alone in the calendar, but there is the assurance of eternal continuance.

Just come and enjoy these Elysian days at Sanford next January and February, and as much longer as you like. Exuberate in the healthful joys of air, verdure and water and tropical growth and the most perfect climate in the world. Such simple and natural pleasures are the finest part of life. Come! You will find a cordial people and a hearty welcome.



MARION TRACY AND RAYMOND CLARK PHILLIPS
CHILDREN OF L. R. PHILLIPS

W. J. HILL AND HIS INDUSTRIES.

Pioneer and Extensive Business Man of Sanford.

W. J. Hill is the oldest business man in his line in Southern Florida. He has, too, an excellent memory of the early days of what is now the Celery City. The first mayor, he informs us, was T. E. Pierson, a republican. George Tranter was the first City Marshal. He came from Staten Island, and is resident there now. Mr. Hill says he himself came from London, England, the largest place in the world, to Sanford, Florida, then the smallest place in the world. He figures that he has lived here longer than any one else, and states that he camped out where Sanford now stands, in 1873 to 1876. His first bedroom here was two empty barrels, and his next was a piano box. Then he constructed one in the forks of a live oak on Lake Monroe. In all these years he has never been sick. When the town was incorporated, in 1877, there were but eight people living in Sanford who could vote, and its borders were extended to include the Swede settlement, three miles distant, so that there might be voters enough to make it a town. As Mr. Hill was inspector, and the Swedes could not read or write he was their proxy, and he did all the voting himself. Mr. Hill owns the shovel with which Gen. Grant dug up the first shovelful of earth, inaugurating the work of construction on the South Florida Railroad. He sold the dirt dug up by the General, also the cigar stubs thrown away by him, receiving for the latter 25 cents apiece, although he frankly admits that he is not sure that all the cigar stubs he sold were actually and truly smoked



W. J. HILL

by Gen. Grant. He camped with the Seminole Indians in 1876, and at that time, with three others, killed over a thousand alligators and two thousand plumed birds on the Kissimmee river.

Mr. Hill does, and always has done, a large business. He handles lumber, and every possible kind of building material, the complete line of hardware, guns, ammunition and sporting goods, implements, does plumbing and gas fitting, and drive well work, on a large scale. His son-in-law, Robert A. Newman, is manager of the hardware, and W. A. Stafford has the drive wells in charge, never failing to get a fine flow of water wherever he attempts it. The son, W. C. Hill, assists in the business. Mr. Hill also farms to some extent. We show a bunch of his corn, grown this year, which like all that crop raised around Sanford, is immensely large. This corn is over 14 feet high.



SOME OF THE HILL INDUSTRIES



* Corn Grown by W. J. Hill



MAIN STREET, LOOKING EAST, FLOWING WELL IN CENTER

To the Homeseeker and Investor,

The constant and increasing demand from people in the north, for homes and investments in a warm climate, has caused investigation of the resources and advantages of many localities in the west, south-west and south. Some of these localities offer good opportunities, but there are disadvantages at certain seasons of the year that make them undesirable.

"We had heard the wonderful stories about the new celery lands of Sanford, Florida, and looked upon them with the same doubtful spirit as on the stories about other localities," writes B. A. Howard, of the Howard-Packard Land Co. "However, we were finally induced to make an investigation, and after looking over the country carefully, talking with the farmers and business men, seeing the crops grown and harvested, and noting the wonderful returns received for them, our president wrote to the home office as follows: 'You may tell the biggest story that your imagination can create, about the profits in truck farming at Sanford and they will be surpassed by the facts.'"

"It is difficult indeed, for the man who has never seen it to comprehend and believe what is being done at Sanford in the trucking business, and we shall not be surprised if a few of the statements made herein are discredited by some of our readers. We stand ready, however, to prove every assertion, and if upon investigation, you find that we have over-stated the facts we will pay your expenses for the investigation. If the people of the north really comprehended the opportunities that exist, Sanford would be flooded with them within a week and in a fortnight there would not be an acre of celery land left for sale."



A CORNER OF FRANK'S CLOTHING STORE

M. FRANK
Men's Furnisher and Clothier
PICO BLOCK, SANFORD, FLA.



THE MEAT MARKET IN THE ANDERSON GROCERY

J. I. ANDERSON

The perennial good nature and sunny disposition of the proprietor of the Anderson Grocery and Meat Market may be responsible in part for the excellent trade accorded that institution, but if that be so, it is in part only. The quality and reasonable prices of the goods has as much or more influence upon the purchasing public. Good goods in every department of his grocery and meat lines are to be depended upon here. We show above, a little corner of the interior of the Anderson store.

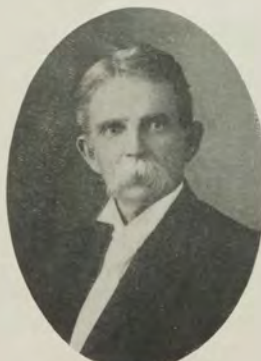
The Common Council.

Gentlemen Who are Foremost in Advancing the Interests of Sanford.

The Board of Aldermen, or Common Council of Sanford, is comprised of aggressive and progressive gentlemen, men who are public spirited and have the interests of the city and her citizens at heart. The long stretches of new walk that have been laid the present summer, the general tidying and beautifying of appearances are but indications of the disposition of the councilmen to inaugurate up-to-date and substantial measures of improvement as fast as practicable. The city is to be congratulated on the character and enterprise that compose and dominate her Board of Councilmen. Accompanying this mention are portraits of the gentlemen, also of city official Mark L. Scott, who has held his present position with credit to himself for nearly ten consecutive years.



D. L. THRASHER.



W. N. LEFFLER,
President of the Council.



M. F. ROBINSON



H. R. STEVENS.



CITY HALL



A. ROBBINS.

Values Fast Advancing.

The flowing wells about Sanford mean that whether it rains or not your crops will not suffer for want of water. People who have watched the growth of the celery industry have been amazed at its rapid development and at the splendid returns obtained, and these people, who know, are rapidly investing their money in celery lands. Give this question some earnest thought, but THINK RAPIDLY, as the value of celery land is steadily advancing.

Sanford's First Band.

The first band in Orange county was organized in 1877 and was known as "Crippen's Pioneer Band." It was composed of fourteen members, part of them from Europe and part from our different states. The organization was first class, many members being professionals, and they held together three years. They had a band wagon the shape of a swan, drawn by four black horses. The citizens of Sanford presented the leader, A. H. Crippen, Sr., with a silver cornet as a recognition of services rendered. One of the great events was when Gen. U. S. Grant turned the first shovel of dirt at the opening of the "South Florida Railroad." W. J. Hill, hardware merchant, is the owner of that identical shovel used upon that occasion, and has it yet in his possession.

Sanford City Band.

The Cornet Band of Sanford is one of the noteworthy institutions of the city. The music rendered is fine and captivating, and the open air concerts in the city park are listened to with delight by the entire populace. The band is organized as follows:

S. Maxwell, Leader.
C. F. Williams, President.
Mrs. Williams, Leading Solo B. B. Cornet.
W. A. Leffler, Secretary and Treasurer.
W. G. Eox and F. S. Frank, Board of Managers.



SAMUEL PULESTON,
One of Sanford's Physicians.



C. H. EVANS.



MARK L. SCOTT,
Clerk, Treasurer and Assessor.

Sanford's Advantages.

Florida is the only place to live and enjoy life to the fullest. You can work every day if you desire. You can plan your work or your recreation without fear, as a rule, of having your plans interfered with by the weather.

There is no better country for hunting, fishing, boating or auto-riding anywhere. The social, civil, industrial and commercial conditions are fully equal to those in the northern and central states, and the people of the south are progressive, sociable, contented and happy.

An investment in good farm lands anywhere is always safe, but an investment at Sanford at the present time is absolutely sure to double in a year. Take advantage of the low winter rates to Florida and come and spend a few days or weeks at Sanford. You will never regret having made the trip. Bring enough money with you to bind a deal for a five or ten acre truck farm, for you will regret it if you don't. To see is to be convinced and to want to buy and share the good things now offered but rapidly being gobbled up.



Sanford and Environment

Natural Advantages of the Town and Adjacent Country.

Take a map of Florida, begin at Jacksonville and trace along the St. Johns River south until you reach Lake Monroe. On the south side of that beautiful sheet of water is Sanford, a fine little town of 3,000 inhabitants, which has probably had more ups and downs than any in the state.

Study the location carefully. You will note six lines of railroads diverging to all parts of the state from this point. You will notice that if you are on the west coast of Florida or far down in the peninsula and want to go to the east coast you have to go through Sanford to get there, and vice versa. If you are in Jacksonville and want to go to Tampa or any of the lower peninsula towns the most direct route is through Sanford, and vice versa.

If you are a visitor to Florida for the first time, or renewing old acquaintanceship with the state, when you get to Jacksonville and you want the most delightful trip either in winter or summer to be had anywhere, you take the boat trip from Jacksonville to Sanford. If it is winter you get a touch of real tropical effect which makes you think you have struck Eden or some fairy land. If it is in the summer you wonder why it is necessary for any one to go north for the summer vacation.

You reflect upon the advantages of transportation combined with this wonderful climate and you understand why every newcomer says that Sanford is bound to be a city. Fewer advantages have developed great marts of commerce, great bee hives of manufacturing industry.

Nearly every man at present who writes of Sanford confines himself almost exclusively to our trucking industry. This beyond a question is the most wonderful farming proposition in the country, and the financial results far and away the most marvelous, so much so that any statement of the bare facts is sure to be doubted at first. This alone will certainly and very rapidly build up a community of twenty to thirty thousand people, with Sanford occupying an almost exact geographical center and none of these people living farther than seven or eight miles from the town.

This farming proposition, however, is not the only advantage nor the only reason for predicting the growth of a great city here in the near future. The agricultural or horticultural development and the animal industry are all backward in Florida generally, and yet her possibilities along these lines are the greatest of any state in the union. We are pioneers at Sanford with an advanced and perfect development along one of these lines. We have pointed the way; we have shown the world what is possible and we shall reap our harvest in great and bounteous plenty. When the rest of the peninsula begins to develop as we are doing, Sanford is bound to become a great commercial, financial and industrial center. It is certain to become an important manufacturing city.

Without any effort on our part to secure advantages in freight rates over our sister towns we enjoy the best freight rate of any town in the state south of Jacksonville. The river does this for us. Everything has run to farming here since the permanent success of our unique irrigation system was demonstrated. Every other advantage has been overlooked and neglected.

There are two hundred million feet of fine timber within easy reach of Sanford, most of which can be brought to a mill via the river, the balance lying along one or the other of the lines of road radiating from this point. Jacksonville is the clearing house for Florida products on the Atlantic seaboard. This lumber, manufactured at Sanford, can be delivered at Jacksonville by the river route for 25 per cent of what it costs interior mill points by rail.

At no other point in the state is there so great a local demand for crate material. A crate mill would here have the largest home market of any place in Florida. It is the most accessible point to the great East Coast tomato, pineapple and orange territory, and that, it must be remembered, is

Florida Fish and Produce Co.

The Fish Industry is another of Sanford's notable lines of business. Foremost is the Florida Fish & Produce Co., with headquarters at Jacksonville, Fla., one of the largest catchers and shippers of fish and sea foods in the State. At their Sanford Branch, of which Mr. C. R. Walker is manager, they handle all the varieties of Fresh-Water fish, such as Trout, or Black Bass, Bream, Perch, Mullet and Cat fish, and White Shad and Herring in their season. They operate "Fish-Boats" out of Sanford for gathering the fish from the various fishing grounds along the "up river" for from 50 to 70 miles south of Sanford. These boats are fitted up with refrigerators for carrying ice to the fishing grounds and placing the fish in refrigeration as soon as they are taken from the water, and we are informed that in this way they are enabled to eliminate almost entirely the percentage of damaged fish that used to be shipped, and still are shipped where this means of gathering the fish is not adopted, and by this means they are enabled to place their fish with their customers practically FRESH from the water, as they are iced down as soon as taken aboard these boats and kept well iced until placed in the hands of the customers. The industry is large and growing, and is perhaps of greater importance to Sanford than is realized by many, as they employ an average of 50 to 75 men through-



SECTION OF DOCK AND FISH HOUSE.



JUST IN WITH THE FISH.

out the season, which is August 15th to June 15th of each year, and their earnings are put into circulation through the business channels of Sanford. Through the season, and especially at its height, Nov. 1st to April 30th, there are many interesting sights to be witnessed at their wharf at Sanford on the arrival of their fish boats, when they are un-



UNLOADING THE CATCH.

Fishing for Profit.

The fish industry of Sanford is an important one. There are six companies employed in the business. They ship as far East as New York City, as far North as Dubuque, and as far West as Omaha, but their ship-

ments are principally to the smaller dealers in the South. Black bass, cat fish, herring, bream, perch and shad are caught. The fishing season is long, from August 15th to June 15th. Nearly three thousand pounds of cat fish have been brought in by one seine.



CHARLIE ESTELLE, MARY ALBERTA AND KATY LOUISE SMITH,
Daughters of M. M. Smith.



INEZ PARKER DERRY AND GEORGE SENEY DERRY, JR.,
Children of G. S. Derry.

almost a treeless country. All of their beds of peat or muck, decomposed vegetable matter rich in ammonia, little understood, but of fabulous value; another element like the phosphate for soil enrichment. A great fertilizer plant using this muck and our native phosphate rock and only importing its potash could undersell the world in Florida markets and make more profit. Why shouldn't it come?

Florida is the largest producer of phosphate rock in the world. The state uses more chemical manures in proportion to its cultivated area than any state in the Union. Right here, in either direction, up or down the river for miles, lie practically inexhaustible

rough classes of paper. The leaves and stems of this same palm make the finest quality of linen bond paper, and they can be gathered indefinitely without injury to the plant.

The source of supply of both tannic acid and paper stock in the United States is being rapidly reduced. We have practically an unlimited amount of both raw materials. The trunk and root of the palmetto, a species of palm, growing abundantly on hundreds of thousands of acres along the river and railroads within easy distance of Sanford, are very rich in tannic acid. When the acid has been extracted, which is a simple mechanical process like getting sugar from the beet or from sugar cane, the woody fibre left is an ideal and cheap stock for all

Our cheap freight rate to all the great Atlantic seaboard cities must inevitably induce large investments of capital in these lines of manufacture at this point. Because these industries are bound to come and because of many other small manufacturing plants here and at nearby points, there is a fine opening and an urgent demand for a foundry and machine shop here.

These are not the visions of an idle dreamer, but are conclusions reached after careful investigation of conditions. Again let me emphasize that, excepting Jacksonville, and that is the clearing house for the whole state, we have the best freight rates, in and out, of any point in the state.—W. D. Holden.

Cropping About Sanford.

Anything will grow on the truck lands at Sanford. How could it be otherwise when there are all the advantages that nature and art combined can furnish? The great money crop in Florida has always been oranges and tangerines with some corn, cotton and tobacco. The orange crop is still the leading one in many localities, and the man who has a good grove in Florida, has the easiest and surest income of any man living. But in the Sanford District the quick road to wealth is by means of the celery crop, supplemented by other crops such as lettuce, cauliflower, tomatoes, potatoes, cucumbers, cabbage and strawberries; in fact every vegetable that the farmers care to raise, and put on the market in the winter time when they cannot be produced in other localities. This winter market is what makes truck gardening pay in any district and it is the water, the climate and the nearness to the great markets of the country that makes it so much more profitable in the Sanford District than in any other locality. The only competition comes from California, and Sanford is two thousand miles nearer the markets than California, the yields are larger, due to better methods of irrigation, richness of soil and an ideal climate; also crops can be marketed during any winter month in the year.

Rotation and Profits.

Lettuce which is one of the easiest and quickest crops to raise usually precedes the celery crop. It is planted about the middle of October and is ready for the market about holiday time. The average yield of lettuce is about 600 crates per acre and the average price per crate is 80 cents, f. o. b. shipping point, making about \$480 per acre for the crop and costing about \$100 per acre to produce it, leaving a profit of \$380 per acre. Cauliflower will make in about 10 weeks and averages around \$500 clear profit. This is a splendid crop to raise, especially on new ground. Potatoes, tomatoes and other crops will run as high as \$1,000 clear profit per acre. Two of these crops are always produced in a year and three can be just as well as not if desired. After the last crop is removed a forage crop can be produced for feed for stock, during the rainy season, and with much profit. These crops can be reversed or raised so as to ripen at almost any season of the year, but are usually grown as above in order to meet the best market conditions.



THE AUTO IN WHICH VISITORS MAY RIDE TO SEE THE LANDS
MR. TOLER AT THE LEFT MR. SMITH AT THE RIGHT

1,000 ACRES OF CELERY LAND



"RAND'S SIDING"

One Thousand Acres of Land suitable for growing Celery, Lettuce, Cauliflower and other crops, for sale near Sanford, Florida, the Celery City of the South.

Growing Sanford.

Sanford has somewhere near 3,500 inhabitants, with about 2,000 more in the immediate surrounding country, who get their mail here. There are six divergent railway lines from Sanford, running north, south, east and west, and an elegant line of steamers on the St. Johns River, connecting with Jacksonville ocean going steamers for all points north, and with vessels for foreign countries. Sanford is a growing town and destined to become a large city in the near future.

There Are in Sanford

Extensive car shops, which give employment to two or three hundred men, an ice factory in operation, and another large ice factory now being installed, fibre factory which employs about 100 people, gas plant, concrete works, telegraph systems, local and long distance telephones, fine system of water works, independent machine shops and artesian well-borers, wholesale fisheries, good hotels and boarding houses.



A FINE CELERY FARM

Advantages of Sanford as a Home for Intending Settlers.

1. Sanford is one of the three leading celery cities of the United States.
2. One acre of good land intelligently farmed, will produce more money in one year than the average laborer can earn in several years by working for one dollar and fifty cents a day.
3. Now is the time to buy land for vegetable growing. In a few years, land at Sanford will cost more money, and the available land will be much further from the city.
4. If you decide not to use the land you buy you can sell it in a few years at a handsome profit.
5. Investigate the celery and vegetable growing prospects of Sanford. You will be surprised.
6. You can buy good land near Sanford on easy terms.
7. An acre of land at Sanford, if you do the work yourself, will prove to be a little Klondyke.
8. The Sanford celery grower finds a good market for all the celery he can raise.
9. Sanford is a prosperous city.

PRICES

Prices range from One Hundred to One Hundred and Fifty Dollars per acre, according to quality.

TERMS

My terms are: One-third cash and balance on easy payments. Cash is never refused.

TRANSPORTATION

My lands are situated near the main line of the Atlantic Coast Line Railroad, and in addition to this, one of its branch roads runs through the main body of land, making a very short haul, which is no small item in cutting down expenses.

WATER FOR IRRIGATION

I guarantee a flow of water on any of the above lands.

Buildings Needed in Sanford.

Sanford needs an extensive building boom. One hundred dwellings, completed at the rate of a dozen or fifteen per month, would find occupants, either as purchasers or tenants, as soon as completed. Outside money must do this, because this investment, with ten to fifteen per cent profit, doesn't attract local capital from the farms, where one hundred per cent is expected.

Timber Manufacture Needed.

A sawmill with good capacity is needed to manufacture the two hundred million feet of yellow pine and forty million feet of cypress than are easily accessible to Sanford by both water and rail. The fine local market, the facilities for distributing the product to the many small nearby towns and the cheap river transportation to the seaboard insure the success of such an enterprise.

Planing mills with a constant supply of finished building material and concrete block works will also pay handsome dividends.



ON THE LAKE FRONT



ON THE LAKE FRONT

M. M. SMITH, SANFORD, FLORIDA



CAPT. K. R. MURRELL

Senior in the Murrell & Minshew Real Estate firm, a gentleman twice honored with the presidency of the Celery Growers' Union, which position he now holds, and, with his business partner, always glad to make visitors acquainted with the attractions of Sanford.

Murrell & Minshew

REAL ESTATE BROKERS

Present to the investor the best opportunity offered in Florida.

Unimproved celery lands, flowing wells guaranteed, \$25.00 to \$200.00 per acre.

Celery farms, with flowing wells, all tiled, drained and ready for crop, \$500.00 to \$1000.00 per acre.

City property, improved and unimproved. 303,000 acres timber land, with finest site in Florida for crate factory. First class saw-mill proposition.

Others tell you what can be done. Murrell & Minshew are practical farmers, as well as real estate brokers, and are here to show you what has been and can be done.

We solicit correspondence, gladly furnishing any information possible, and are always glad to extend to prospective investors every courtesy within our power.

Sales Bills, showing amounts of shipment and prices paid.

The account sales here given cover a period from March 1st to April 15th. of the present year, the shipping season for celery at this point. These, of course, are but a fraction of the sales, taken at intervals covering the shipping period, and the accompanying are copies of the sales bills as they were rendered to the growers here whose names appear on same, all of whom can be seen at any time if confirmation is needed.

CINCINNATI, O. NEW YORK WASHINGTON

CRUTCHFIELD & WOOLFOLK

CAR LOT DISTRIBUTORS

FRUITS AND VEGETABLES

CRUTCHFIELD & WOOLFOLK
Wholesale Fruits and Produce
Cor. Fifth Ave. and 21st St.
PITTSBURGH, PA.

F.O.B. SALES
OUR SPECIALTY

Crutchfield, Woolfolk & Gibson, Inc.
Wholesale Fruits and Produce
S. E. Cor. Clark and S. Water Sts.
CHICAGO, ILL.

SOLD F. O. B. SANFORD Account of H. GILLENBERG March 2nd, 1908.

CAR F. G. E. 22552	Account of H. GILLENBERG	March 2nd, 1908.
357 Crates Celery at \$2.25.....	\$803.25	
Commission.....	80.33	
Net Proceeds.....	\$722.92	

SOLD F. O. B. SANFORD Account of J. W. Bell and A. VanNess March 4th, 1908.

CAR F. G. E. 18614	Account of J. W. Bell and A. VanNess	March 4th, 1908.
207 Crates Celery at \$2.40.....	\$496.80	
87 " " at 2.40.....	208.80	
Total.....	705.60	
Commission.....	70.56	
Net Proceeds.....	\$635.04	

SOLD F. O. B. SANFORD Account of A. VanNess March 10th, 1908.

CAR F. G. E. 17308	Account of A. VanNess	March 10th, 1908.
310 Crates Celery at \$2.25.....	\$697.50	
Commission.....	69.75	
Net Proceeds.....	\$627.75	

SOLD F. O. B. SANFORD Account of G. B. FRANK March 12th, 1908

CAR F. G. E. 18242	Account of G. B. FRANK	March 12th, 1908
351 Crates Celery at \$2.50.....	\$877.50	
Commission.....	87.75	
Net Proceeds.....	\$789.75	

SOLD F. O. B. SANFORD Account of Murrell & Chandler March 19th, 1908

CAR F. G. E. 22692	Account of Murrell & Chandler	March 19th, 1908
351 Crates Celery at \$2.00.....	\$702.00	
Commission.....	70.20	
Net Proceeds.....	\$631.80	

SOLD F. O. B. SANFORD Account of W. G. ALDRIDGE March 21st, 1908

CAR F. G. E. 17692	Account of W. G. ALDRIDGE	March 21st, 1908
378 Crates (small) at \$2.00.....	\$756.00	
Commission.....	75.60	
Net Proceeds.....	\$680.40	

SOLD F. O. B. SANFORD Account of Murrell & Cumble March 25th, 1908

CAR F. G. E. 16440	Account of Murrell & Cumble	March 25th, 1908
299 Crates at \$2.00.....	\$598.00	
61 " " at 1.50.....	91.50	
Commission.....	68.95	
Net Proceeds.....	\$620.55	

SOLD F. O. B. SANFORD Account of C. R. C. JOHNSON April 12th, 1908

CAR F. G. E. 17121	Account of C. R. C. JOHNSON	April 12th, 1908
336 Crates Celery at \$1.75.....	\$588.30	
Commission.....	58.83	
Net Proceeds.....	\$529.47	



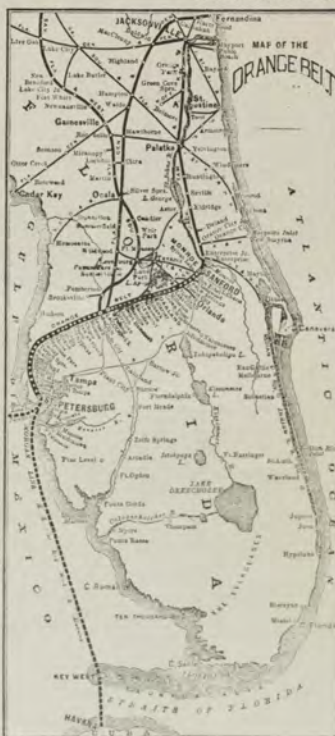
A CELERY FIELD



UNDEVELOPED CELERY LAND - PRAIRIE



A NEWLY DEVELOPED FARM - HAMMOCK LAND



Money in a Crate Factory.

A crate factory for the manufacture of fruit and vegetable crates will pay better at Sanford than at any other point in Florida, because at no other point would so much of the product be hauled away from the factory door in wagons for local consumption. Already the largest local market in the State, it will increase tenfold in three years, and again the fine distributing facilities contribute to success.

Wealth in a Garden.

There is a lot on Celery avenue an acre in extent, for which \$3,000 have been refused. It is located in a part of the city where the colored people live. The house on it is very small and the price offered represents very little more than the crop value of the land. Thoroughly and intelligently worked, this small farm will yield from \$500 to \$2,000 per year profit. In the west and north it would be called a garden. Here, it is in reality a farm.

B. B. MINSHEW
JUNIOR MEMBER OF THE FIRM MURRELL & MINSHEW

"SWEET GIRL GRADS"

GROUP OF SANFORD
YOUNG LADIES WHO
HAVE RECENTLY
COMPLETED THEIR
HIGH SCHOOL
COURSE



MISS. ELLA
STRINGFELLOW



MISS. PEACHEA D.
LEFFLER

The Wednesday Club

- MRS. L. R. PHILIPS,
President.
- MRS. B. F. WHITNER,
Sec'y & Treas.
- MRS. GEORGE L. MARIS,
Vice President.

(The below group was kodaked by Mrs. John Dickens, who, on account of taking the picture, does not appear in the scene.)

MISS IVA GLADYS
GARDNER



MISS. ELBERTA
HILL.

MISS. MABEL H.
BOWLER



MISS CLARA M.
MILLEN.



MISS. FLOSSIE ROSE FRANK

The Thrifty Sanford Farmer.

SUCCESS AND FORTUNE ARE HIS
FOR THE OUTLAY OF SCIENTIFIC EFFORT.

A northern journalist, writing of the farmer and agricultural conditions, observes: "Every farming district offers the illustration of two farms side by side with land of the same fertility, the same accessibility to market, the same water, precisely the same conditions. On the one are well-kept buildings, well-oiled machinery, well-fed stock, clean looking fields and tidy fences. On the other are dilapidated barns, broken fences and wagons and farm tools rotting in the elements. One is industrious, ambitious and provident. The other is lazy and poor."

Of course there is the same difference of thrift among the farmers of Sanford that is noted above, with reference to the yeomanry of the north, only the improvident and lazy fellow of the south doesn't seem to become so abjectly poor and penniless as does his northern frater. Somehow, with the mild climate and the all-the-year-round ability to grow something, he can not only subsist, but can actually wax fat and wallow in luxury, without killing himself by hard labor or undue expenditure of nervous force. An illustration of the independence of the Sanford farmer may be cited in the fact that when the "big freeze of '95" came and wiped out the fortunes, little and big, of the entire populace, the people took care of themselves and, by their own unaided efforts, reinstated conditions of comfort and wealth. Any other part of the country, similarly devastated, would have been obliged to call for outside assistance. Relief commissions and generous donations would have been a crying necessity for almost every state in the union except Florida. Sanford residents asked for nothing, received nothing, and, aided by soil and climate resources alone, pulled themselves out of their unfortunate predicament.

The Sanford farmer, we believe, is today the most independent of American citizens, and with intelligent industry can make his thrift and fortune of practically any proportions he may, in reason, desire.



A LITERARY GROUP.



MRS. L. R. PHILIPS



MRS. B. F. WHITNER

The Wednesday Club.

The Wednesday Club is now entering upon its fourteenth year of work, having been established in 1894. This Club is the Woman's Literary Organization of Sanford. It has for its object "the mutual improvement of its

members in literature, art, science and the vital interests of the day." Its first President was Mrs. Alice C. Brown, a woman much beloved in this community, and one highly fitted for conducting literary work. For several years she was President of the Club. At her resignation, her daughter, Mrs. Chester W. Goodrich, was chosen to fill the place, and until the present year has been serving the ladies most faithfully. Much of the success and pleasure attending the Club is due these two former Presidents. The membership in the Club is limited to thirty. At present about twenty-three are enrolled. For some time the Club has been studying the History of England, embracing the literature of the country, as well as its history, and in this line an extended period was devoted to the study of Shakespeare.

The program for the coming year promises an eventful and interesting period, beginning with the Accession of George the Third, 1760. All subjects and characters of historical interest will be closely studied, as well as the literature and art of the period, while one Wednesday each month will be devoted to more modern history, or the current happenings of the day.

Intellectual and social culture are the aims and objects of this Club, that, as one beloved poet has said, "knowledge may grow from more to more." Good work has been done in the past, and still better work is hoped for in the future, for "The great thing in this world is not so much where we stand, as in what direction we are moving."



GROWING CAULIFLOWER



ON THE ST. JOHNS, EN-ROUTE FOR SANFORD



"TEDDY BEAR" AND
THE PROPRIETOR OF "ROBBINS NEST"

SANFORD SCHOOLS

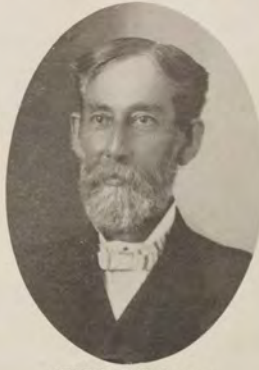
BOARD OF EDUCATION



The First Graduating Class



C. R. WALKER, President



GEORGE FOX, Secretary



B. F. WHITNER, Treasurer

THE FACULTY



Supt. N. J. PERKINS, A. B.



Second Asst. Ula M. Smith



Miss Nellye F. Washburne



Eighth Grade Graduates



Asst. Principal Clara L. Guild



HIGH SCHOOL BUILDING



Miss Kate Tomkies



Miss Gertrude Speer

Sanford High School.

Sanford could not have celebrated the historic 19th of April in a better way in the year 1902, than to lay, amid patriotic demonstrations of joy and hope, the cornerstone of her fine, new, commodious High School. So encouraging are the city's prospects that an annex of nine new rooms with superior accommodations and appointments has to be provided, for the increased attendance of her coming citizens.

This institution, with its fine corps of teachers, of which Prof. N. J. Perkins, A. B., is principal, is the pride of the city and commands her highest confidence. Mr. Perkins is in the prime of young manhood, and has won the high regard of pupils and patrons in his efforts to promote intellectual attainment and development of character. He has been able to raise the rank of the Sanford school to that of a state senior high school, thereby claiming a share of the state's special appropriation for such institutions. Though so young a man, Mr. Perkins has held several positions of large responsibility as a teacher, and Sanford has done the wise thing in meeting the call which he received to a more important and prominent position, by an increase of salary and renewed assurances of appreciation.

The future of the Sanford High School is ensured, and the coming patron may rest confidently in the conviction that his children will be under wise and wholesome influence, preparing them for the duties of life and the responsibilities of citizenship.

\$4,200 Apiece.

J. E. Pace says: "I let out eight acres on shares for a celery crop. I furnished the land, my tenant the labor and each shared equally the expenses of seed, fertilizer, etc. When the crop was marketed and all expenses paid we divided \$8,400 between us."



Miss Flora A. Walker



Miss Lucile Richards



Miss Alice Tetherly



Mrs. E. W. D. Dunn



Mrs. Laura T. Phillips

W. B. TALLEY ARCHITECT.

The fine School Building, of which we give an excellent view on this page, was designed architecturally by the above experienced and tasteful draughtsman. It is a pleasure to commend to those needing similar work, a gentleman of the skill and artistic talent possessed by Mr. Talley. His plans are eminently practical. He ever has an eye to the utility, the stable and substantial are apparent, and the completed whole is sure to be a happy combination of art and beauty. Mr. Talley is a superior architect. If any who scan this, wish to address him, they can do so by sending their communications to W. B. Talley, Architect, Rooms 6 and 7 Kentucky Bldg., Jacksonville, Florida.



A Corner of one of the Departments

Land Scarcity.

Startling Facts and Solemn Warning.

We Shall Have 200,000,000 of People in 1950, and How Can We Feed Them?

Available Area of Tillable Soil Being Exhausted at a Frightful Rate.

Real Estate Values Increasing.

The unappropriated area of land suitable for crop-producing is almost gone, soil is being exhausted at a frightful rate, and pauperism is inevitable if something is not done, declared Hon. James J. Hill, before the Convention of Governors, recently, called to Washington by President Roosevelt to take into consideration the Conservation of the Nation's Natural Resources. Mr. Hill, who is a brainy, far-seeing man and a railroad magnate, said in his address:

"By the fixed rate of increase in the past, we must count upon a population of over 200,000,000 in the U. S. in 1950. Where are they to go, how are they to be employed, how fed, how enabled to earn a living wage?

"We are approaching the point where all our wheat product will be needed for our own uses, and we shall cease to be an exporter of grain. There is still some room in Canada, but it will soon be filled. The relief will be but temporary. Our own people, whose mineral resources will by that time have greatly diminished, must find themselves thrown back upon the soil for a living. If continued abuse of the land should mark the next 50 years it has the last, what must be our outlook?

NO RELIEF IN FOREIGN TRADE.

"Even the unintelligent are now coming to understand that we cannot look to our foreign trade for relief from future embarrassment. Our total exports, about one-fourth in value of the products of our farms, consist to the extent of more than 70 per cent of articles grown on the soil or directly sustained by it, such as live stock, or made from soil products. Of all the materials used in manufacture in this country, 42 per cent are furnished by the soil.

"We shall have less and less of this agricultural wealth to part with as our population increases. And as to enlarging greatly our sale of manufactured products in the world's markets, it is mostly a dream. We cannot finally compete there, except in a few selected lines, without a material lowering of the wage scale at home and a change in the national standard of living which our people are not ready to accept without a struggle.

"Doubtless as we grow we shall buy more and sell more; but our main dependence half a century ahead must be upon ourselves. The nation can no more escape the operation of that law than can the man.

THE SOIL IS OUR DEPENDENCE.

"The unappropriated area suited to soil production is almost gone and we have been for the last century reducing the producing power of the country. Nowhere in the range of national purposes is the reward for conservation of a national resource so ample. Nowhere is the penalty of neglect so threatening."

LAND VALUES BOUND TO RISE.

The logical deduction from above is, that land suitable for crop-producing is rapidly being occupied and pre-empted, and must necessarily proportionately increase in value. There never will again be a time like the present for securing a perfect garden of a soil, supplied with flowing water, in a climate that is simply perfect, within easy reach of the great markets, and at prices that are sure to double and treble within a very short period. He who makes investment in the rich lands comprising the Celery Delta of Sanford is displaying the "sanest kind of" good sense and laying a sure foundation of wealth for himself and his posterity.

Physicians of Sanford.

The medical profession of Sanford stands high, being composed of learned and successful doctors, gentlemen of marked integrity and enviable character. It will afford pleasure to perusers of this edition that their portraits grace the page herewith. Dr. Puleston, it will be noticed, appears not here, but among the councilmen, he being honored by election as member of the city councilors. Dr. O. W. King's photo has, for some reason, failed to reach the publisher in time for insertion.



DR. JEROME BRUCE.

Jerome Bruce, M. D., in response to request for a few salient facts concerning himself, says: "I was born in Carthage, N. C. July 23, 1836. Whatever of literary education I have was acquired at Trinity College. I took my degree in medicine from The Jefferson Medical College, in Philadelphia, on March 6, 1856, and the same year began the practice of my profession in Newberry, S. C. When South Carolina seceded from the Union, I volunteered as a private in the 3rd S. C. regiment, which was the second command to go to Virginia. For 12 months I served in that rank, during which time I am confident that I killed no one, but later I went into the medical department. I came to Sanford in 1894, where and when, like the orange, I froze, since which time no summer has been hot enough to thaw me out of Sanford."



DR. J. T. DENTON.

J. T. Denton, M. D., was born in Calhoun County, Miss. He was reared on a cotton plantation, finished his literary education in the State Springs High School, and entered Memphis Hospital Medical College at the age of nineteen, graduated April 28th, 1902, served as interne in the Mississippi State Charity Hospital, Vicksburg, Miss., and practiced medicine four years at Gtano, Miss. In 1906 he attended New York Post-Graduate Hospital and School, N. Y. Dr. Denton located in Sanford, November, 1906, and now has not only a good practice, but is held in high esteem personally, as well.

DISTRESSINGLY HEALTHY.

Sick people who come to Sanford get well, and people who live here keep well. The doctors say it's "distressingly healthy."



DR. T. A. NEAL.

T. A. Neal, M. D., who has pleasant offices in the Wellborn Block, is a busy man; his numerous patients demanding his constant time and energies. He is one of Sanford's successful practitioners.



DR. CHAS. E. WALKER.

Dr. C. E. Walker, Homeopathic Physician and Surgeon, was born in the state of Illinois, removing in early boyhood to Massachusetts, where he received his general education. His medical studies were prosecuted in Philadelphia at the Hahnemann College, the oldest and best school of homeopathic medicine in this country, and there he received his degree in 1873. After ten years of successful practice in Massachusetts, he removed in the fall of 1883 to Florida, where he continued the practice of his profession, and at the same time developed an orange grove. This was just beginning to give him good returns when the freeze of 1895 disappointingly took it away. In the general exodus that followed, he went up into Iowa, but after one winter in that climate he returned to Florida. Looking about some first, he decided to locate in Sanford, believing there was a prosperous future for this city, although it was not much in evidence just then. He has been more than gratified at the outcome, and now sees much larger possibilities ahead than he then even dreamed.

Sanford.

Sanford is located in the north part of Orange county on the south shore of Lake Monroe and east of the central part of Florida. The main line of the Atlantic Coast Line Ry. from Jacksonville to Tampa passes through Sanford and there are several branch roads extending in other directions from the city. Sanford is the division point of the road and the car shops are located here. This city also enjoys the advantages of water transportation by means of the St. Johns river, thus affording the best of shipping facilities to all the great markets of the country.

Sanford is destined to be a great jobbing center and it now affords one of the best locations for large wholesale enterprises of any city in the south. It is already noted for the large shipments of garden truck. During the season just closed, over 1,000 full cars of truck were shipped from Sanford.



R. M. MASON, D. D. S.
Glimpse of Dr. Mason's Office and Suite of Dental Parlors.



THE WILTON, Mrs. Cecil G. Butt, Proprietor.

The Wilton is very popular, but not more so than the hospitable little lady who is the proprietor. The Hotel is more spacious and imposing as well as pretty, than would be gathered from the view here shown, the handsome shade trees somewhat obscuring the dimensions and architectural lightness of the place. Strangers coming to Sanford are always nicely taken care of if they make the Wilton their home while in the city.



Interior View of Operating Room in the Dental Office of Dr. F. B. Stephens.

STUDIES IN BLACK AND WHITE

A Novel

By Jerome Bruce, M. D.

The Neal Publishing Co., N. Y., \$1.50.

A good story, well written.—Florida Index.

You have a good story.—Ida M. Tarbell.

The book is pure and sweet. The ideals of the characters are each the highest of its class.—Times Union.

I have enjoyed reading it as a story, and I shall continue to enjoy re-reading the different incidents portrayed. The preface itself will stand a good many repetitions.—Belmont Purdy.

Jerome Bruce's "Studies in Black and White" is one of the best stories that have emanated from the South in recent years, and it compares favorably with the works of authors of national reputation. It is artistically written, and is interesting from cover to cover. Its evident candor commends it to any one desiring to have an unbiased view of the South before and during the late Civil war.—Formerly Principal of West Chester (Pa.) State Normal School.

Sanford Library Association.

C. R. WALKER, President.

MRS. E. W. D. DUNN, Librarian.

(Portraits of above appear elsewhere.)

The Sanford Library is in the hands of the Sanford Library Association, which was organized about 1901.

They secured, by means of subscription lists, and entertainments of various sorts, a small fund, less than \$500.

Over fifty volumes remained from an old library; about two hundred books were given by different persons interested in the endeavor, and about four hundred volumes were purchased by the Association. With this modest array, the library was opened, in July of 1903. Its quarters were then in a vacant store in the De Forest building on the north side of First street, between Magnolia and Park avenues.

In May, 1905, it was moved to a room on the ground floor of the Pico Block, now occupied by the Holden Real Estate Company. In the following year, by an arrangement with a newly organized, but short-lived, branch of the Y. M. C. A., the library was moved upstairs to its present quarters in room 20 of the Pico building.

The number of books has now reached one thousand and twenty-six, and about thirty more will be received in the course of the next month. Fiction predominates, as the demand for it is greater than for heavy reading, but at the same time there is a good sup-

This space was contracted for and belongs to

Dr. O. W. King

One of Sanford's popular
M. D.'s

Dr. King, we believe, is Surgeon
and Railroad Physician for the
Atlantic Coast Line Railway.

The Doctor's photograph has failed
to reach the publisher.

ply of histories and other solid matter. The Association supplies its patrons with about fifteen of the best magazines, not only for use in the reading room, but to be loaned, in addition to books.

The library is open only twice a week, on Tuesdays from 4 to 6 p. m. and on Saturdays from 4 to 9. The charge for borrowers' cards is \$1.25 per year, including the privilege of borrowing magazines as well as books. For books alone the charge is \$1.00 per year. Members of the Association pay annual dues of \$1.00, which entitles them to borrow both books and magazines.

During library hours, visitors are welcome to reading room privileges free of charge.

The officers of the Association are: Mr. C. R. Walker, president; Mr. F. P. Forster, vice-president; Mrs. A. R. Key, treasurer; Mrs. E. W. D. Dunn, secretary and librarian.

Sanford is justly proud of her library, small though it be. It is young and growing, and that through the work of our home people. Almost every dollar that has been expended in its behalf came from Sanford people, and interest in it is steadily increasing.

We look forward to the time when we shall be able to keep it open every day, and yet farther forward to the realization of our cherished aim—a building of our own, on the Park avenue lot given long ago as a location for a library.



Artistic Head-Wear For the Ladies.

*Tone and Style becoming
to your Beauty
are Specialties Here.*

*Experience, coupled
with good taste, make
a happy Combination.*

MRS. S. M. BAKER

Sanford's Only Exclusive Milliner
Dealer in the latest styles in Ladies', Misses' and Children's
HEAD-WEAR

When in the city give me a call.

Corner First St. and Palmetto Ave., SANFORD, FLORIDA



DANIEL R. BRISSON

DANIEL R. BRISSON

Daniel R. Brisson came to Sanford from Georgia seven years ago. He was associated with W. G. Aldridge for some time, subsequently developing for himself a beautiful home on Celery Avenue. His handsome residence is shown on this page, and in style and architecture is indicative of its owner's good taste in all that he does. A wife and son, Russell G., constitute the family that enjoys, with husband and father, this fine farm and dwelling. Mr. Brisson is one of the most sagacious and successful crop growers in the Celery Delta, although he himself modestly disclaims any such distinction. His career since coming here is a bright illustration of what a level-headed, intelligent and industrious man can do in the way of financial success, by judiciously investing and operating a tract of land in the Sanford Celery District.



JUDGE TUCKER PLACE

One of the early landmarks of Sanford. Mrs. A. E. Philips, whose portrait appears on another page, is a daughter of the Judge.



RESIDENCE OF W. R. GARDNER

W. R. GARDNER

W. R. Gardner and family, wife, son and daughter, are among the good people who have recently come to Sanford for residence. They have a pretty place just in the outskirts of the city, where Mr. Gardner has developed a nice little farm and where the front of the house and yard are beautified with creeping vine, grass plot, flower and verdure. The view shown above gives a glimpse of the farm and the rear of the dwelling. Mr. and Mrs. Gardner feel that their coming to Sanford has been well worth while, on account of the fact that their son has thereby regained his health. The daughter has acquired a fine academic education, too, in the south. Her portrait will be seen among the "Sweet Girl Grads" group of this issue. At present Mrs. Gardner and daughter are visiting friends in the north. The Gardner family formerly lived away out in Oregon.

Tools that Work

Tools that are reliable—tools that are ready when you are—tools that will do hard work on hard material. Such tools are

**KEEN
KUTTER**
Quality Tools

Each the best of its kind. Each bears the trademark which guarantees it.



Harry J. Wilson

Hardware, Sporting
Goods and Harness

Sole Agent for

PATTON'S SUN PROOF PAINTS



G. B. POPE



RESIDENCE OF D. R. BRISSON
BUILT BY THE POPE CONTRACTING CO.



W. G. HAMMOND

THE POPE CONTRACTING CO. BUILDERS

Manufacturers of Pressed Stone. Dealers in Lime, Cement and Supplies.



FRONT INTERIOR NEWLAN'S DRUG STORE

THE STENSTROM FARM

Rich and productive and every year a money-maker is N. J. Stenstrom's farm, just west of the city. In seven years the proprietor has made enough so that he thinks of retiring, and would therefore sell his fine place to some thrifty wealth-seeker who might happen along and want it. Before the "freeze" he made well in raising oranges, but lost his grove at that time. Having a family of the good old-fashioned size, ten in number, he says he had to roll up his sleeves and go at it again, which he has done with utmost success on his fertile farm, in vegetable raising. In the center of the picture stands Mr. Stenstrom, with some of his family about. New-comers are always welcome and enjoy a visit to the Stenstrom farm.

T. A. NEWLAN, Druggist

Ice Cream and Soda Water
Fine Cigars and Smoking Tobacco
A Specialty

Perfumery, Stationery and Toilet Article Department also Complete

KODAKS AND SUPPLIES

WATERMAN'S FOUNTAIN PENS, AND SOUVENIRS

Exclusive Agency **Huyler's Fine Candies**

Prescriptions Carefully Compounded

Corner First Street and Park Ave.

SANFORD, FLORIDA



A FAVORITE CORNER IN NEWLAN'S DRUG STORE



N. J. STENSTROM'S FARM



L. R. PHILIPS

DRUGS, MEDICINES, SCHOOL BOOKS, GARDEN SEED

STATIONERY, CIGARS, SODA WATER AND ICE CREAM

Corner First St. and Park Ave.

SANFORD, FLORIDA

Orange Culture

IN Orange Grove, in good bearing condition, is an independent fortune for its owner. No freeze has affected the orange industry in Sanford since the '95 calamity, and people have now learned how to protect their trees, as they did not know before. We are glad to picture one or two groves, as samples of what is being done since



"THE PALMS"
MRS. DEFOREST'S RESIDENCE

the trees have had time to again develop, where they have had attention. The splendid grove of Mrs. DeForest, shown here, could be purchased at a reasonable figure, owing to the fact that she wishes to be with her son, whose studies now, and later his vocation, will take him away from Florida.

Inquiry addressed to Mrs. H. L. DeForest, Sanford, Florida, will elicit any information desired.



space is filled with large oaks, magnolias, palms and camphor trees. There are over 100 acres belonging to this part of the estate; 35 acres are in seedling and budded trees of 29 varieties belonging to the citrus family and are nearly all in bearing, ripening from the first of October until June. The part called the home place has about 25 acres under fence, 17½ acres of which are in orange and grape fruit trees, which number 1,500. On the remaining 7½ acres there is a Japanese persimmon grove, peach, plum, apricot trees, guavas and other semi-tropical fruits, a garden in the best hammock soil, a good stable, two houses for servants, a fertilizer house and a large packing house with facilities for packing a carload of fruit a day. This packing house and also the house are connected by telephone with Sanford. The drinking water is pure and good. The house has large rooms with detached kitchen and 100 feet of broad piazzas. Adjoining this place are two others, one a grove of 12 acres with two-story house of five rooms, a stable and an acre of good



"THE PALMS," an Orange Grove which was started in 1876, has always been called one of the attractive places about Sanford and is now visited by hundreds of tourists who wish to see a grove in fruit and in bloom. It is located three miles west of the city, and is three-quarters of a mile from the railroad station, and on a hard clay road which divides the property. On one side it has a frontage of 1,800 feet, on the other 1,400; for nearly this whole length there are two rows of large water and live-oak trees. The house is set back from this avenue about 75 feet and this

garden land; the other contains 5 acres, fenced and cleared, now used as a garden and to raise farm crops; this has also a small house. Opposite the home place and on the clay road, in the midst of a tract of 55 acres, is a fenced enclosure of ten acres, seven of which are set out with the best varieties of grape fruit, early and late oranges, tangerines and kumquat trees; the remainder is in unimproved timber land, hammock and ten acres of water in which is good fishing, being an arm of Crystal Lake which is five miles long. Belonging to this estate there are three other



ONE OF THE FINE RIVER BOATS



A BEND IN THE RIVER

A Model Packing House

Chase & Co. lead everything in the buying and shipping line at Sanford. Unfortunately their large Packing House was burned in the recent fire that also wiped out the Machine Shops of the Fernald Hardware Co.



A POPULAR SANFORD HOTEL

The Chase Company will rebuild, but we are unable to give a view of either the old building, or the new one that will soon rise in its place. We present, however, a picture of a Model Packing House, and that is what this enterprising concern will have when the new building is completed.



General Insurance Agents

CHASE & COMPANY

ESTABLISHED 1883

SHIPPERS OF FLORIDA FRUITS AND VEGETABLES



ONE OF M. F. ROBINSON'S THRIFTY ORANGE GROVES.



RESIDENCE OF M. F. ROBINSON.
Mr. Robinson's portrait will be seen among the City Councilmen.



ONE OF M. F. ROBINSON'S GROVES, IN FRUITAGE.

M. F. Robinson's Groves.

Herewith we give a view or two, showing the thrifty and handsome orange grove attractions that M. F. Robinson has to offer any who may wish to engage in that profitable culture. Mr. Robinson has a large number of these, variously located and at various prices, to suit the taste and purse of almost everybody. Beside being profitable, it is just the nicest thing imaginable to step into your own grove and pick and eat your own self-raised, fresh and juicy fruit.

Mr. Robinson will promptly answer any and all inquiries. His address is, of course, Sanford.



PLUCKING THE GOLDEN FRUIT.

Prosperous Sanford.

Banks Stuffed with Cash and Business Men Thriving.

One reason of Sanford's wonderful prosperity is that all the people are happy and prosperous on account of the great trucking industry. The banks are stuffed with cash, and the merchants are doing good business. There are lawyers, doctors, and other professional lines, as well as railroad men, conductors, engineers, firemen, superintendents, dispatchers, telegraph operators, contractors, and every other line, all planting celery and similar vegetables, also many women are engaged in it; rich people, poor people, white and black, of high and low degree, got a finger in the pie.

Why is this? Because there is the greatest opportunity I ever saw to make money. The safest investment, and smallest chance for loss or breakdown. I can point out men in large numbers here who only had each a few dollars a few years ago, and every one of them now can draw checks for thousands. In looking around among my fellow citizens and neighbors, I find I am one of the oldest men among them all, and have been a resident the longest number of years. I came here 35 years ago, got off of the steamer at Melonville dock: there was no Sanford then. I settled back from the lake, some three miles, near Fort Reed, in the orange growing country, where, by the way, there are still beautiful groves on handsome little inland lakes. I got my supplies from Melonville until beautiful Sanford began to build and thrive like a green bay tree. Then we all took stock in Sanford, and we love her dearly, as a hustler, a prosperous beauty, and we note that when a stranger comes within her bounds as a prospector, or health-seeker, he rarely ever desires to live anywhere else. Sanford, with its celery lands, is the place for large or small investors. Lands for growing celery in this Great Flowing Well Belt can still be had at reasonable prices, and upon the right kind of terms, for at least a few years yet. I hope to live long enough to see it all put in use. Long live Sanford, and God bless its people.

A. H. CRIPPEN, SR.



A HAMMOCK FARM.



CRATING CELERY, IN THE SHADE.



A. H. CRIPPEN, SR.



A. H. CRIPPEN, JR.

THE A. H. CRIPPEN PIANO CO.

When you move to Sanford don't pay big freight on the old instrument, but get a new one at low figures of A. H. Crippen & Son, the firm that sells High-grade Pianos at down prices, cash or on installments, as you please.



"THE GABLES," RESIDENCE OF MR. CRIPPEN, SR.



THE CRIPPEN FAMILY.

This artistically grouped picture shows four generations, and every member of the circle enjoying good health.



GATHERING TOMATOES ON THE ALDRIDGE FARM.



W. T. WARE

A good Cement Walk about your premises is one of the most substantial and best improvements you can possibly make. W. T. Ware has laid many of the finest walks in the city and will guarantee you a job that will delight you, more and more, as the years go by. Give him your order for anything you want in the Cement or Stone Walk line.



C. R. WALKER, WITH OTHERS, AT HIS FARM.

Fun, Frolic and Finance.

Sanford's Wealth of Soil Production.

Besides the fun there's money in it. You want to know all about how it's done? Well, come and see. A local authority, well qualified to speak upon the subject, says:

"We can raise from one to four crops a season, as the grower may decide. The trucking crops are lettuce, cauliflower, celery, tomatoes, cucumbers, eggplants and potatoes and any vegetable desired, of which any three can be successfully grown on the same land, after which can be had the finest crop of hay. The orange crop is still the leading industry in many localities in the state and many of the finest groves in Florida are located in and adjacent to the Sanford district, and owners of these beautiful groves have an easy and profitable income. The orange growers have learned that by means of banking the trees they are insured against any serious loss in case of freeze, hence now a thing of beauty and a joy forever. But the celery crop is paramount and the safest and quickest road to wealth, supplemented by other crops, which are put on market in winter when they cannot be raised elsewhere, making vastly more profit than if raised at any season in the north. The water, climate and fine transportation facilities make success an assured fact.

Our only competition comes from California, and our yields per acre are double theirs, due to our perfect system of sub-irrigation, soil and climate. We can market our crop any winter month. Our celery crop is put in the fields in December and is ready for market by March 1, after the bulk of the California crop has been sold, leaving us practically an open market. The average yield is about 800 to 1,200 crates to the acre, and the average price f. o. b. cars Sanford \$1.25 to \$1.75 per crate, making an average crop bring anywhere from \$1,000 to \$2,000 per acre. At an average, the cost of producing and marketing is \$350 to \$500 per acre, in fertilizer, labor, crates, etc."

Growth of Celery Industry.

Since celery was first grown in the vicinity of Sanford by Mr. J. N. Whitner, there has been a remarkable growth in this industry. From what was first considered merely an experiment there has developed what is probably the greatest money producing crop, per acre, in the world. From a few scattering cars several years ago the celery industry has grown to such an extent that there were shipped from Sanford during the season just closed approximately one thousand cars of celery. Stop and think, for a moment, what this means to the growers, to say nothing of the business interests of Sanford and vicinity. The returns from celery are from \$1.25 to \$2.50 per crate. The production of one thousand crates of celery per acre is no uncommon occurrence. Many produce better results. This means that the grower can, with close attention to his crops and reasonable amount of energy, net fifteen hundred dollars per acre in one season. This is made possible by the fact that two or three crops may be produced each year on the same ground. Lettuce, planted in the fall, is ready for the markets by November or December. This crop will produce sufficient returns to pay for the labor and fertilizers for the entire season. Lettuce is followed immediately by celery, the returns from which, to the economical grower, thus being met. If one likes, the celery being harvested, same can be followed with tomatoes or other spring vegetables and a well-paying hay crop may succeed that.

It Can't Be Overdone.

The celery industry cannot be overdone. Several years ago Sanford celery was unknown in the markets of the East or West. Today it is well known and is sought after by markets throughout the country, both large and small. The demand for Sanford celery is constantly growing and regardless of increased acreage there is not the slightest difficulty in disposing of all that can be raised at excellent prices.

Kodaked By The Way



Lunching in the Woods



The Runge Children



'Mid the Cactus



Vacation Days



High School Students



A Group of Merry Picnickers



On the Foot-dock



In the Orange Grove



Dr. Phillips and his Grand baby



On the Bank of St. Johns



In the Palm Fans



In the Country



Having the Time of Their Lives



A Bunch of Jolly Good Fellows

Sanford Presbyterian Church.

The Presbyterian Church of Sanford was organized about thirty years ago, and has had a varied experience, including both adversity and prosperity. It has enjoyed the ministrations of good pastors and competent officers. The present able preacher and consecrated pastor, Rev. J. F. McKinnon, took charge of the work in May, 1906. Since that time, under his faithful, devoted service, and with the increasing growth of Sanford, the society has shared the general prosperity and has flourished most gratifyingly. Strangers are made welcome, and all find here a delightful Christian atmosphere and a congenial church home. Indeed all the conditions, financially and spiritually, are happily inviting and encouraging. A large and well attended Sabbath School, with Mr. Henry McLaulin, Superintendent, and two very active and helpful ladies' auxiliaries are features of this thriving society. Elders of the church are, Messrs. D. L. Thrasher, clerk of the session; J. N. Whitner, E. H. Hernandez, Henry McLaulin and J. W. Miller. The board of deacons is composed of Messrs. B. W. Hemdon, J. M. Dickens, H. R. Stevens, L. A. Brumley and C. L. Goodhue. Mrs. D. L. Thrasher is the efficient organist and has the pleasure of sweet-voiced and charming singers as associates in the Sunday musical ministrations.

First Methodist Church.

The First Methodist Church, located on the corner of Park avenue and Fifth street, is the oldest church organization in the city and has the largest membership. The parsonage is on the corner of Seventh street and Magnolia avenue. It is a comfortable house, well furnished and supplied with gas for lighting and cooking purposes. Rev. D. B. Sweat has been pastor the past three years, during which time the church has shown steady growth. Mr. Sweat is thoroughly conversant with his work, and his efforts are appreciated by his people. A native of Georgia, and having lived in Florida the past six years, he is thoroughly at home in a southern pulpit. Prior to entering the ministry, he was a journalist, his last work being in Bartow, where he edited the Courier-Informant.

The Methodist church is well organized and its official board is composed of some of Sanford's best business men. The trustees are: Geo. Fox, chairman; J. K. Mettinger, L. R. Philips, H. H. Chappell, R. M. Mason and J. W. Bell. Stewards: L. R. Philips, chairman; F. B. Stephens, treasurer; D. G. Wagner, secretary; J. K. Mettinger, W. W. Long, B. J. Starling, A. McDonald and E. L. Marshall.

A live Sunday School, conducted by Mr. Mettinger is one of the important departments of this church. Mr. Mettinger has been in charge of the school for more than a score of years and the work has prospered under his leadership. H. H. Peabody is secretary and treasurer of the school.

Senior, Intermediate and Junior Leagues provide special field for work by the young people and children. The Senior League has Mr. Henry Peabody for president and is moving along smoothly and effectively. The Intermediate League is doing a fine work among the young people who come just between the Seniors and the Juniors; Mrs. D. B. Sweat is superintendent and Miss Mary Chappell, president. The Juniors are happily in charge of Mrs. L. R. Philips, as superintendent, and Miss Maude Alice Wagner, president.

The ladies are thoroughly organized, there being a Home Missionary Society with Mrs. J. K. Mettinger, president, and a Foreign Society with Mrs. D. G. Wagner, president.

The Methodist Church has long been noted for the excellent music rendered by its choir. Mrs. Bessie Houser is organist, Miss Miriam Mettinger, assistant.

First Baptist Church.

The First Baptist Church of Sanford was organized February 3, 1884, by Rev. J. W. Butts and W. Chaudoin. The number of the constituent members does not appear on any record of the church, but, according to the recollection of some present, it was about fifteen persons. The following fall the membership was twenty-seven. The first pastor was Rev. J. W. Butts, who served only about three months, when he resigned and Rev. George P. Guild was called to the pastorate. He served the church one year. Rev. J. R. Powell succeeded him. This brother resigned after nine months and was followed by Rev. A. D. Cohen, who likewise remained less than a year. Rev. Paul Willis was next pastor for a period of two years and four months, his work being one of great promise and fruitful of precious results, short as it was. One Sabbath he was taken ill with hemorrhages of the lungs while preaching, and he never entered the pulpit again. He died after a lingering illness of some months, lamented by all who knew him, and especially by the membership of the church. Rev. W. M. Simons followed Mr. Willis and remained with the church six months; Rev. M. M. Wamboldt was pastor three years and two months; Rev. W. S. Coons, four or five months; Rev. J. S. Geiger one month; Rev. F. H. Donovan, eight months; Rev. C. H. Nash, about two years; Rev. D. J. Blocker, four years and eight months. The longest pastorate in the history of the church; Rev. J. B. Webb, eight months, the pulpit then being filled by visiting ministers until December, 1906, when Rev. J. W. Perry, the present popular pastor, entered upon his present successful work. The membership of the church is now 134. The pleasant house in which Dr. Perry and his congregations worship, was erected in 1884-5. A parsonage, an inviting and pretty house for the pastor, was built in 1907, at a cost of \$1,850.



First Presbyterian Church.



First Methodist Church.

REV. J. W. PERRY
Pastor First Baptist Church**Holy Cross Church, Episcopal.**

The Church of the Holy Cross, Sanford, was organized quite early in the history of the town. It was consecrated in the year 1873. The first church was blown down in one of the great autumn gales. The present building was erected to take the place of the former, and consecrated about ten years later; a debt being on it, delayed the consecration. The present beloved Rector, Rev. B. F. Brown, was elected and has been serving in that office since January of this year, having, however, been giving occasional services since the resignation and death of the Rev. Mr. Bates. On Sunday, June 14, Rev. Mr. Brown celebrated the 48th anniversary of his ordination in the church. The wardens of the church are: Mr. A. D. Key and Mr. B. F. Whitner, Jr. Mr. G. A. Speer is secretary to the vestry and Mr. Raymond Key treasurer. Capt. W. A. Fitts and Mr. T. J. Miller are vestrymen.

Peoples' Church, Congregational.

The People's Church, Congregational, was organized March 13, 1890, and after occupying for some months the opera house for services, secured the lots on the northeast corner of Park avenue and Third streets. Upon the rear part of this the present temporary but comfortable building was put up, which has since been used for services. The financial depression in Florida, following the year '95, caused a halt in the original plans of the church, but lately there

SANFORD CHURCHESREV. J. F. MCKINNON
Pastor First Presbyterian ChurchREV. B. F. BROWN
Rector Holy Cross Episcopal ChurchREV. D. B. SWEAT
Pastor First Methodist Church

Church of the Holy Cross, Episcopal.



First Baptist Church.

REV. M. FOX
Pastor All Souls Catholic Church

All Souls' Church, Catholic.

has been an increased desire to carry out the original plan and erect upon the corner a modern and substantial place of worship. Rev. R. R. Kendall, formerly of Rollins College, Winter Park, who has been with the church about three years, is the earnest and efficient pastor. The deacons are I. J. Seccord, C. R. Walker, F. W. Munson and Dr. C. E. Walker; clerk, Edward Randall; trustees, Dr. C. E. Walker, chairman, C. F. Haskins, T. S. Crigall and F. R. Kent; historian, J. C. Easuminger. The church, which has done and is doing a good work in the community, extends a cordial invitation to strangers to come and enjoy its services as well as the acquaintance and fellowship of its membership.

All Souls' Catholic Church.

The Catholic Church is one of the attractive edifices of Sanford. It is situated in a desirable part of the city on ample, valuable and well kept grounds. Existing for over twenty years, it experienced the vicissitudes of Florida's fortunes. Since the advent of Sanford's wonderful growth in prosperity and population, the church is increasing steadily in membership. Its present devoted pastor is the Rev. M. Fox, who was ordained priest at the Propaganda College, Rome, in 1890. Catholics desirous of exchanging the inclement winters of the north for the sunny clime of Florida and seeking homes among the verdant fields of Sanford, will have their spiritual wants provided for and be gladly welcomed by congregation and pastor.

Group of Sanford's Young Business Men

The Possibilities of Sanford.

The advantages of Sanford, both natural and acquired, are many. Its location in the central part of the state makes it the leading city of this section. Sanford will inevitably become an important distributing center. Situated on Lake Monroe, Sanford gets a fresh breeze all summer long. The St. Johns River gives it steamship rates to New York. After studying agriculture in the Rhode Island College and the Universities of Tennessee and Cornell, and living on the Pacific coast, the writer chose Sanford in preference to any other place in this state, or in the nation, for profitable agriculture, and has made a modest investment in the trucking business.

The farmers of Sanford have done much for their city, but they still welcome the help of practical scientists to aid in working out yet unsolved problems. The agricultural graduate will find ample field for his labors in Sanford.

The general prosperity of Sanford, stimulated by the success of its truck farms, makes it a desirable location for all sorts of industrial activities.

The social advantages of Sanford make it a delightful place for one to combine work and pleasure among a hospitable people. Sanford offers special inducements to the home-seeker, the tourist and the sportsman.

JAS. V. WEEDEN.



JAMES V. WEEDEN

Young man lately from college, who has just bought a Celery farm at Sanford.

SANFORD.

City at a river's head,
Producer of a nation's food,
By running wells of water fed,
Thy gracious boast, too much subdued—
Celery!

Possessed in this of plenteous gold,
And sure and right they claim indeed;
With honors slowly to grow old,
Expect from Heaven thy bounteous meed—
Celery!

E'en so kind nature gives reward,
Allots to each its due of glory.
For you she sets a pathway broad,
To live for-e'er in rhyme and story—
Celery!

A beautiful city clean and fair
Will rise to bless with coming men,
And maidens with a gladome air
Will wreath and crown the city then,
With Celery.

JAS. V. WEEDEN.



H. H. HILL

Staple and Fancy Groceries,
Fruits, Vegetables and
Fresh Meats.

The picture shows only a little corner of Mr. Hill's fine and large stock of choice household supplies.



W. J. THIGPEN
Junior Member of the Holden
Real Estate Firm.



W. E. and F. E. WATSON
Brothers, Salesmen in the Thrasher
Clothing House.



R. C. MAXWELL
Stenographer and Right-hand Man at the
J. N. Whitner Real Estate Offices.



W. L. MORGAN
Pharmacist at the Phillips Drug Store.



T. E. DREW
Clerk at the Sanford House.



GWYNNE FOX
Assistant in the Business of George Fox,
and Son of the Proprietor.



FELIX FRANK
Son of the Proprietor and Salesman at
the Frank Clothing Store.



L. P. McCULLER
Salesman at the Sanford Grocery
Department Store.



H. E. TOLAR and A. R. KEY
Accountants, respectively, in the Peoples and
First National Banks.



EDWARD F. LANE
Assistant in the Business of J. E. Pace,
and Son of the Proprietor.



RESIDENCE OF W. M. DICKINS



SECTION OF SANFORD GROCERY STORE FRONT



A DEPARTMENT IN SANFORD GROCERY CO. STORE

Sanford Grocery Co.

W. M. DICKINS, Manager.

Wholesale and Retail
GROCERS

Flour, Hay, Grain, Provisions,
Cigars, Tobacco, Etc.

AGENTS

Wilson & Toomer Fertilizers.

A large, double store, replete with the choicest and best for family use. The Sanford Grocery Co. leads, and is very popular. Mr. Dickins, the active proprietor and manager, is attentive, polite, prompt and obliging, and a good business man.



W. M. DICKINS

Street Cars in Sanford.

Expected that the City will, in the Not Distant Future, be Equipped with Rapid Transit.

And now is heralded the news that Sanford is to have street cars, along with her other municipal improvements. The Sanford Traction Co. is organizing and will apply to the State of Florida for a charter and letters patent, authorizing the company to construct and operate lines of street railway in the city and beyond the city limits in Orange county and elsewhere in the state. This is characteristic of the enterprise of Sanford capital. Messrs. S. O. Chase, A. T. Rousiter, A. P. Connelly, F. P. Foster and J. N. Whitner are the promulgators of the project.

Celery City Steam Laundry.

Ernie E. Webb, Prop. and Mgr.

Sanford Steam Laundry was at first under the management of Mr. Herndon, and was called by the above name. Last December Mr. E. E. Webb bought out Mr. Herndon, put in new machinery and changed the name to the Celery City Steam Laundry. Mr. Webb has continued to add new machinery until now he has an institution second to none of its kind. His mangle is perhaps the largest in the South. His establishment does the finest of work, and Sanford believes in patronizing home industry. While his laundry has a few agents in near-by towns, it couldn't continue operations if the people of Sanford sent their work elsewhere. To the hotels alone, as well as to the community, a laundry is an absolute necessity. This industry gives employment to a good many people, and the money is kept in Sanford, instead of being sent elsewhere. Mr. Webb's enterprise is one of the most needed and worthy of substantial support to be found in all the city.

D. L. Thrasher.

One of Sanford's best young men is Mr. David L. Thrasher, the universally known and universally liked proprietor of the D. L. Thrasher Clothing House. Prominent in social circles, active in church work, and to the front in all that is public spirited, his character and reputation are most enviable. A charming wife and daughter constitute the members of his household.

Mr. Thrasher is a native of Georgia. When ten years of age, his father moved with his family to Southern Florida, where David diligently occupied his time with clerking and schooling. At 20, he entered Stetson University, in DeLand, taking a five years course. From University he came to Sanford, in 1897, and began a clerkship with E. L. Ferran & Company. Subsequently, he became a partner in the business, assuming the management of same. January 18, 1906, Mr. Thrasher purchased the other interests and began trade on his own account. As would with certainty be anticipated, successful growth and increasing returns have made the record ever since, and the D. L. Thrasher Clothing House is today one of the best and most popular to be found in a city of our size, anywhere in the country. Mr. Thrasher is member of the Orange County School Board, Councilman of the city, and holds other positions of responsibility. Portraits of Mr. and Mrs. and Miss May Thrasher will be seen elsewhere in this work.

J. K. Mettinger.

John K. Mettinger purchased the business now conducted by him from John Dodd six months before the freeze of 1895. This freeze devastated the most progressive, richest and busiest section of Florida, Sanford being the center of the orange industry. It was enough to discourage the most courageous man of limited capital, but determination to fight it through or die in the attempt resulted in a lucrative and widely advertised business, so that today the Mettinger store is known for miles around Sanford. Catering to the best trade, carrying only strictly first class goods, and buying from the largest and most reliable houses, Mr. Mettinger has in this way established the reputation that continually elicits the remark, "If you want good goods, go to Mettinger's." His trade has been a reliable one, no bombastic efforts, but an everyday, all the year round, ever increasing business which now has an enviable reputation. "The store motto has always been "a square deal to every one."

The millinery department here is always replete with the latest New York and Paris styles.

In dry goods, a complete stock of the very best in the class of goods suitable to this section.

In notions, the newest novelties are continually being received from the largest notion house in the United States.

In clothing, shirts, hats and men's furnishings, can always be found a full line, thoroughly satisfying to the most exacting taste.

Hand Brothers.

C. M. Hand, senior member of the firm, started and built up the business, from nothing, since the freeze, at the same time serving the city as marshal and the county as deputy sheriff for several years. Later he served the city as mayor, being elected by a flattering majority. He is at present chief of the fire department.

When Coming to Sanford

Stop off at Jacksonville and see the points of interest, enroute. While in the city, you will find pleasant and reasonable accommodations at the popular New Travelers' and Victoria Hotels.



PALMETTO AVENUE, LOOKING SOUTH.



DRY GOODS DEPARTMENT, METTINGER STORE



FURNISHINGS DEPARTMENT, METTINGER STORE.

JOHN K. METTINGER.

Dry Goods, Notions, Millinery, Men's and Boys' Clothing and Furnishing Goods



C. M. HAND AND DAUGHTER.

HAND BROTHERS

Livery, Feed and Sale Stables

HARNESS AND BUGGIES. BLACKSMITHING AND HORSESHOEING.

Horses and Mules Bought, Sold and Exchanged.



INTERIOR CELERY CITY LAUNDRY.



NEW TRAVELERS' HOTEL, JACKSONVILLE, FLORIDA



NEW VICTORIA HOTEL, JACKSONVILLE, FLORIDA

JACKSONVILLE HOTELS.

NEW TRAVELERS' HOTEL American and European Plan. Cor. Bay and Cedar Streets. Special to families by the week. Rates, \$2.00 per day and up. H. W. HANCOCK, Proprietor.

NEW VICTORIA HOTEL American Plan Only. Cor. Main and Adams Streets. Special to families by the week. Rates, \$2.00 per day and up. H. W. HANCOCK, Proprietor.



D. L. THRASHER

Men's and Boys' Clothing and Furnishings. Men's, Ladies' and Children's Shoes. Trunks and Satchels.

Sanford the Land of Flowers.

Exhilarating Breezes From Lake Monroe.

Proud and pretty is Sanford, the celery city; says Albert Anson Graham, in the Ocala Banner:

Miss Sanford is very proud of herself. And we delight to visit the place which are proud of themselves, for they keep clean streets and their empty lots are not disfigured by old, torn-down fences, and full to overflowing with weeds.

Sanford is proud of her clean yards, and Sanford is proud, oh, so very proud to greet strangers. She is indeed very pretty and charming as she gracefully receives her gentlemen and lady friends there in her southern home under the royal palms on Lake Monroe. In mid-summer her two parks are ever open, and twice a week her band plays. The band plays Thursday evenings and Sunday afternoons. Sacred music fills the Sunday afternoon programme.

Exhilarating (if I may be permitted to use the Cocoa Cola word) are the cooling breezes from off Lake Monroe, and they blow constantly. We believe it is the coolest place in Florida.

In her streets are fountains here and there. All day and all night the sulphur water is spouting from these fountains, and the city plays in them, and sleeps by them.

Sweet sleep is not long delayed at night, there where the fountains softly splash. And peace is in every drop of water that wells up, out and over the rim, and then runs away in its peacefulness.

Something else also is in every drop that wells up from the fountains out in the famous celery fields. It is diamonds, and they flow into the banks of Sanford. Irrigation! Irrigation! Yes, that's right. Got it at home? Well you must be sure and get it in your section as soon as today if you can.

Celery-fed and tinged with the healthful color of the Seattle girl, Miss Sanford is at home in winter and summer, and all the time. On the north, tall palms thickly dot the front and then Lake Monroe with the St. Johns trail passing through it for miles on miles. To the south and east is her ever sweet self, brick and stone blocks and streets and elegant churches and residences. On the west is the Atlantic Coast Line round house and the railroad yards. Out of town are the famous celery fields that are making Sanford and Florida famous.

Sanford is a great tourist city, and the A. C. L. Railway and the Clyde Line are her friends.

The Chronicle, with Editor Bell at the ink stand, waves its leaves over this city of celery and cooling zephyrs.

Perpetual Summer.

Florida is properly called the "Sunny Southland." She has but one season, as the term implies in the north, and that is summer; but she has two as the term implies in the south, a rainy season and a dry season. The rainy season usually begins between the middle and last of June and lasts until about the middle of August; then from August until June is the dry season. This does not mean that it rains from June to August and then stops raining till June again, as many believe. During the rainy season there are many days of bright sunshine, in fact there is only a short shower during the day, usually in the forenoon and the remainder of the day is usually without rain. And, during the dry season, we have many rains, but the rains are not sufficient to be depended upon for producing crops from August to June.

Before what is known as the "Freeze of 1895," Florida was one of the most prosperous states in the Union, much of her wealth being produced from the orange groves of which there were thousands of acres. This big freeze killed most of the trees, and thousands of her people finding their fortunes ruined in a day, deserted their beautiful homes and went to other localities. A few stuck to their groves, reset them and cared for them until now they are again a source of great wealth to Florida. But a freeze of this kind was never known before and has never occurred since, and if it should, the orange growers have learned that by means of banking the trees they are insured against any serious loss. Florida seldom has dangerous frosts and when they do come they do not damage the trucking industry, for if the celery plant does frost, it immediately comes on again and is usually better than before.

The opinion of many, that the heat is oppressive and disagreeable in Florida, is also, an error. The thermometer seldom registers above 90 degrees and anyone who has spent summers in the states of the middle west and in Florida, will tell you that they prefer the Florida summers.

The climatic conditions are ideal; they are better adapted to the health, comfort and prosperity of man than any other locality in the world. There is the lowest death rate of any state in the Union. It seems strange indeed, that men of means and intelligence will remain in the cold northern states, especially in the winter time, when a few dollars invested here would not only furnish them an ideal winter home, but would pay all the bills and leave them a handsome income besides, and the darkey does the work.

Snap-Shots at Random



A Typical Southern Beauty



A Quintette of "Tramps"



A High School "Grad."



"Sweet Sixteen"



Rusticating



Out for a Walk



A Sanford Wedding Party



Between the Palmettos



A Fun-Loving Lassie



On St. Johns, "Lemon Bluff"



A Country Frolic



Mrs. DeCottes and Her Pet Parrot



Merry Martha



A "Cracker" Cabin



L. G. STRINGFELLOW
Sanford's impartial and equitable Magistrate

A Public Park and Pavilion

L. G. Stringfellow Will Convert a Part of His Addition Into a Park.

Mr. L. G. Stringfellow owns an entire block on First street, about a quarter mile west of the corporate limits, consisting of high hammock land, upon which he contemplates making valuable improvements in the near future.

In the northeast corner of the Stringfellow addition is a mineral spring possessing rare remedial and medicinal properties. This spring will be thoroughly cleaned out and walled in. The shrubbery surrounding it

will be cut away leaving only the large trees standing, thus affording a beautiful park for the recreation of all pleasure seekers who may come that way. In the park will also be built a pavilion.

Mr. Stringfellow will erect a residence for himself near by and the remainder of the tract will be cut up into lots and placed upon the market. The soil is fertile and the location ideal.

As a park site there are none better.



RESIDENCE OF N. H. GARNER
Mr. Garner is Proprietor of a large Grocery Store.



MAGNOLIA HOUSE
MRS. N. L. WALKER, Proprietor.

Situated on Magnolia Avenue, within easy reach of station or dock, it is little wonder that the Magnolia House is quickly seen and quickly patronized on arriving at Sanford. A hearty welcome, a good room, an appetizing meal and a very reasonable price greet the new-comer or old-comer alike. Central location, coupled with Mrs. Walker's culinary and dormitory comforts, fill the house constantly and profitably. The Magnolia House pleases its patrons. It will please you, if you stop there.



RESIDENCE OF MRS. E. G. STEPHENS



J. B. WILLIAMS.

Dealer in Staple and Fancy Groceries, Hay, Grain and Feed, etc.

Mr. Williams is one of the oldest grocery-men in Sanford. He came here from near Memphis, Tenn., in 1884, and has been in this line of business almost continuously ever since. He has seen Sanford develop from natural wildness to what she is today, one of the best business cities south of Jacksonville. His trade has grown steadily, and the volume of business done at the Williams Grocery is today larger than ever before.

An Appropriate Simile.

A Florida newspaper man appropriately puts it thus: "Sanford is the honeysuckle to which the eye of the bee of immigration is now being attracted."

Our Undeveloped Crops.

Sanford has unequalled and as yet undeveloped crops which will put us far in the lead, independent of her great leader, celery.



A. C. HART,
Surveyor and Draughtsman.

The subject of this sketch came to Orange county in 1885 and has ever since been identified with Orlando, until the beginning of the present year when he removed to Sanford, where he has been busily engaged in his profession. Mr. Hart was Deputy Clerk of the Circuit Court during the period from 1890 to 1897 and served eight years as an officer in the United States army, during the Spanish-American war and the Philippine insurrection and afterwards with the regular army in the west. During this time he gleaned much knowledge and experience in military engineering and topographical mapping. He began the study of civil engineering and surveying at the age of 13, under the guidance of his father, who was also a civil engineer of great merit.

Mr. Hart's long residence in this county has familiarized him with all the records and lands of this section and he is therefore peculiarly fitted for the work. During the present year he has made several large surveys of Sanford and vicinity, including the famous Celery Delta, and he has now in course of preparation a revised map of Sanford on a large scale. He possesses a thorough and practical knowledge of all the additions to Sanford as well as all the available land in this section of the country. He is painstaking and accurate as well as prompt and energetic in his work, and those who require the services of a high-grade and strictly reliable surveyor or draughtsman should address A. C. Hart, Sanford, Florida.



DR. A. E. PHILIPS.

Dr. Philips is a native Floridian, and was a Confederate soldier. Returned to his father's farm in Putnam county after the war. Took up the study of medicine in 1866. Came home from medical college in the spring of 1870. Practiced medicine until the following fall, when he engaged in the drug business in Jacksonville. His experience in the practice of pharmacy covers four years in Jacksonville, seven in Tallahassee, five in Tampa and twenty-two in Sanford, less five years on a truck farm for health. He has given some attention to literary work, and is the author of a volume of Florida stories of adventure and romance, entitled "The Florida Wilds."



WM. G. ALDRIDGE
DRUGS, MEDICINES, STATIONERY
Fancy and Toilet Articles



W. R. PELL

Painter and Decorator
Fine Work and Fair Treatment,
Always.

G. R. CALHOUN FERTILIZER and CRATE MATERIAL

All orders filled promptly, no matter how big.

My crate material is the best on the market.

I am agent for the American Agricultural Chemical Co. fertilizer. The Williams & Clark Brand is my special drive. This brand has produced the best crops in both flavor and shipping qualities of any brand on the market today for the same cost. For further information I refer to some large growers who have used Williams & Clark for years past and still use it.



GROWN WITH WILLIAMS & CLARK FERTILIZER

I cut 1,283 crates of celery from less than one acre, which nets me \$2,250.00. I am satisfied with Williams & Clark fertilizer, and cheerfully recommend it to all who want a first-class fertilizer.—D. R. Brisson.

I made one thousand baskets of lettuce on an acre, fertilized with only Williams & Clark. I cut 568 crates of celery from one-half acre, which netted me \$1,231.19, f. o. b. Sanford.—G. B. Frank.

Mr. Frank netted from two acres of land, this past season, \$3,421.85. He has made a success every year for eight years. With brains and Williams, you are sure to win.—Diamond Dick.

I have never used better fertilizer than Williams & Clark. I will plant 45 acres the coming season. I have plenty of Williams & Clark on hand. I swear by it.—W. G. Aldridge.

Your Williams & Clark is O. K. I will use it altogether next season.—F. W. Chapman.

"I will have to come back. Send me up a load of Williams & Clark," is what Geo. Fox said three years ago. He is back with Williams & Clark, and recommends it to all farmers.

Use Williams & Clark, and grow crops that will hold up when shipped. The transportation company is often blamed for bad order, when poor fertilizer, poor packages and poorly packed, is the cause. Moral: Use Williams & Clark, and come to Sanford, where you can successfully grow all crops.



GROWN WITH WILLIAMS & CLARK FERTILIZER

GOOD ROADS IN ORANGE COUNTY.

Commissioner Dickson's Plan for Concrete Block Track.

County Commissioner H. H. Dickson has advanced the accompanying idea of road-building. His twelve years of experience as Commissioner of Orange County has brought him face to face with the road problem in all its phases. Most of the roadways in this locality are constructed of clay and sand, which are good when the conditions are neither very wet or very dry. He proposes a hard surface, or rut, for the wheels to run in. The horse or horses, as all know, if given free reign, will keep the vehicle in the accustomed rut, so it is only necessary to have the wagon tracks solid and smooth, in order to have a first class thoroughfare, whether the season is muddy or dusty. The block road designed by Mr. Dickson is built of cement and sand, in proportions of one part of the former to two parts of the latter. The block is 2 ft. long, 1 ft. wide and about 8 in. thick. It is grooved in the center on each of its 12 in. surfaces, the groove beginning 2 in. from the outer edge and descending toward the bottom of the block in a convex curve to a depth of one and a half inches.

This convex curve being about one inch wide, gives a flat surface six inches wide at the bottom of the groove for the wheels to run in, and the flanges on each side of the groove hold the wheel in position. The blocks have a V-shaped tongue and groove arrangement on the ends to hold them in position. They are put into the ground to the depth of the thickest part of the block, so that when the work is completed the flange is flush with the surface of the road. The width of the track is the same as the common tread of vehicles, center to center. A section of this kind of road has been built in Orange County, and it is found that there is no difficulty in driving in or out of these grooves, either with horse, loaded wagon or automobile. The object in making the blocks curved both sides is that the under curve holds the blocks in position, and when worn it is an easy matter to turn same upside down, and thus have a new road. This kind of roadway is good in any kind of weather, it will not wash away, and can be repaired at small trouble and expense. It can be made at a cost of, not to exceed, \$2,000 per mile, and is as satisfactory for all practical purposes as a road that costs \$5,000 or \$8,000 a mile. The below picture gives a correct idea of the appearance and plan of this kind of road construction.



SANFORD HISTORY

BY MARY R. CHAPPELL.

A Talented Student of Sanford High School.

In the winter of 1869-70, Mr. J. Wofford Tucker was looking at land in this part of Florida with a view to settling. His attention was drawn to a tract of land that had been granted to Gen. Joseph E. Finnegan in consideration of his services during the Seminole war.

Mr. John Hughey, father of Mrs. Chas. Evans, pointed out to Mr. Tucker what he considered a beautiful location for a house. A small branch with overhanging trees threaded its way to the lake beyond, and gave promise of picturesque development.

It was here that Mr. Tucker made his purchase from Gen. Finnegan, and built the first house in what is now our flourishing little city.

He little dreamed that he was laying the foundation of a town. He had only planned a large orange grove.

In 1871 Gen. Sanford, ex-minister to Belgium, became interested in Florida. He took a trip up the St. Johns, and decided to make investments in this section. He became acquainted with Mr. Tucker, and they formed a business partnership.

The natural advantages of the location appealed to these men, especially the river, which afforded easy and cheap transportation facilities, and they decided to lay the foundation of a town.

As the settlement grew, it became a question as to what it should be called. Finally Mr. Tucker's daughter, our own Mrs. Philips, suggested, "Just call it Sanford," and Sanford it became in the postoffice archives of Uncle Sam.

In the earlier days, the mails were conveyed by steamboat up the St. Johns, and the inhabitants of those times had to be satisfied with one mail arrival weekly.

Soon the old settlement of Melvilleville was entirely deserted, and Sanford became the town.

About 1875 the first hotel was built. It was called the Sanford House. In 1880 the South Florida Railroad, reaching from Sanford to Orlando, and later to Tampa, was commenced. General Grant, then President of the United States, who was taking a pleasure trip up the St. Johns, landed at Sanford, and turned the first shovelful of earth for the South Florida Railroad.

Sanford was incorporated as a town in 1877, the first mayor being Mr. Pierson. From then on, Sanford progressed steadily. Churches, banks and a school house, all took shape, as the needs of the people called for them.

For many years what was then known as the Lyman Bank, but since changed to the

First National, stood as the only brick building in town.

Sanford had a phenomenal growth, and in 1885 we find a thriving little city of 2,500 inhabitants, with all the conveniences of a modern town, a gas plant, waterworks and ice factory. The year 1887 was a notable one for two reasons: The holding of the South Florida Fair, and for what was known as the "big fire." The fair was of great benefit, not only to Sanford, but to all of South Florida, as it advertised the possibilities of this part of the state. At that time President Cleveland and his young wife paid Sanford a visit. On Sept. 11, 1887, a fire destroyed practically the whole business portion of the town, there being few but wooden buildings.

What seemed a calamity, and perhaps was individually, proved a good thing for the town. The people immediately began to build, putting up handsome brick buildings in place of the frail wooden structures which had been destroyed. So we find that even a terrible fire did not retard the progress of this enterprising people.

The year 1888 will long be remembered because of the yellow fever plague, which became epidemic in Jacksonville, Tampa and in many smaller towns in Florida. And, though Sanford was fortunate in having comparatively few cases of the fever within her boundaries, yet being on the line of travel between Jacksonville and Tampa, her business interests suffered on account of the necessarily strict quarantines.

Sanford had such a good backing in her orange groves that she could pass through more than a fire, or a little siege of yellow fever, without her progress being materially checked.

As the name indicates, this county was the finest orange-growing section in Florida, and Sanford was the largest shipping point for oranges in the state, so at the beginning of the year 1893 we find Sanford the most enterprising and prosperous city in South Florida. Her magnificent groves were bringing in large returns. Consequently her orange-growers, merchants, railroad men and steamboat men were busy and prosperous. The real estate dealers were more than active.

It seemed that Sanford's future was positively assured. She had withstood fire and plague, but when, in the winter of 1894 and 1895, the big freeze swept over the state, killing nearly all the orange trees, Sanford did not escape the general desolation. In one night her chief and almost only source of wealth was destroyed. It takes years and the expenditure of much money to build up a grove. After the freeze many of the grove owners lost faith in the climate, and many others who had not lost faith in that had lost their money, and so had not the means of restoring the groves to their former condition. The people at first did not realize the extent of this calamity, but as the years went on, and few efforts were made to restore the groves, there was nothing to bring money



RESIDENCE OF H. H. CHAPPELL.



Flowing Well on the Cameron Place



A FIELD ON THE CAMERON FARM



RESIDENCE OF JOSEPH CAMERON

into the country, and our citizens became discouraged.

Many of the business blocks and dwellings were empty, and Sanford's staunchest friends could see no future for her. The railroad interests kept things going, though slowly, but the people were in a constant state of anxiety, for fear the railroad shops would be moved away and Sanford would lose her only remaining support.

In 1898 it was discovered that by drainage and irrigation the land around Sanford would produce the finest vegetables, and at a time of year that they are most valued by our northern neighbors, that is during the winter.

Much land on both sides of town, which had long been considered worthless, was easily irrigated and equipped with underground drainage, which soon increased its value one hundred per cent.

On these now fertile lands all kinds of vegetables may be grown, but the principal crops are celery and lettuce. Celery Avenue especially is noted for the celery farms on each side of it.

In 1902 the old, barnlike schoolhouse was abandoned, and a handsome brick one took its place. New dwellings and business blocks have since been built, old ones repaired and occupied, and Sanford now claims 3,500 inhabitants.

The Sanford telephone company, with long distance connections, was established here in 1902.

Our "truck farms" have attracted capitalists who, seeing the possibilities of our orange groves, have restored them, and now

we ship almost as many oranges from Sanford as we ever did "before the freeze."

Sanford, for its size, is a very cosmopolitan town. Her population is composed of people from all parts of our broad land, and many foreign countries are also represented.

Sanford's citizens have proven by the manner with which past crises have been met, that they are able to cope with any circumstance which may arise in the future. With such citizens, coupled with Sanford's many resources, there is no reason why it should not, in the near future, become the largest, best and busiest city in South Florida.

Big Strawberry Profits.

The sub-irrigated lands of Sanford will produce more and better strawberries than almost any other part of the country. Our freight and express rates, icing facilities, etc., are equal to all, and superior to most competing points. Our protection from cold is equal to most points and far superior to the larger shipping points in Florida. The more northerly strawberry sections only have a season of three or four weeks; ours is three in four months.

A conservative estimate places the returns on strawberries at from \$300 to \$600 per acre, while if seasons are favorable, they sometimes run up to \$1,000. Too much or too little rain are factors of which we are independent and regardless.

Sanford outstrips any other point as far with strawberries as she does with celery, lettuce or cauliflower.



MRS. CHAPPELL
And the little Watermelon Eaters



Mary and Lucca Chappell



JOSEPH CAMERON.

When you visit Sanford, of course you'll want to take a trip out to "Joe's place." Don't know who "Joe" is? Well, anybody in all this locality will tell you. Everyone calls him "Joe," but his right name is Mr. Joseph Cameron. Mr. Cameron is one of those fortunate who was shrewd, or lucky, or heaven-favored enough to get hooked up some time ago with a big bunch of this Celery Delta land that's now next thing to a gold mine. You see they didn't know then that it had such capabilities, nor that they had such a priceless treasure of flowing water, although we give here-with a picture of a well on the Cameron place that has been gushing forth a continuous floodlet, night and day, for nearly twenty years. No finer lands are to be found anywhere than the tract owned by Mr. Cameron, and if you're looking for investment, this gentleman is one whom it would be well to see, aside from the pleasure of a ride out to his premises.

Gas and Electricity.

Sanford has all along been supplied with a good Gas service for lighting and heating, but it is only recently that arrangements were made for an Electric Light and Power plant.

Trucking on Sanford Celery Delta.

An Apropos Story of Irish Wit.

The story of the trucking industry on the sub-irrigated lands at Sanford sounds so much like a fairy tale that I hesitate to talk, much less write, about it. I am reminded of a story I have heard of a rosy-cheeked young Irish girl who went west to cook in a ranchman's family, and as there were certain young ranchmen unembarrassed with family ties, Jennie was not long in getting to be mistress of a ranch for herself by marrying one of the young men. In due course of time, she told her husband that she had a brother in the old country who would make a good man on the farm, so Pat was sent for, and proved to be all that was desired. When more labor was needed, Jennie's husband asked Pat if he had any more relatives that would like to come over and work for him, and Pat said, "Sure I have." So it was arranged to have Pat write to Mike and get him to come over. After writing a letter for that purpose, Pat thought best to read it to Jennie, for approval, before sending. She was well pleased, until it came to a place where he said, "Sure, Mike, and we have made to ate three times a week." At that point, Jennie's "Irish" was up, and she wanted to know why he should write such lies as that, when she gave him meat to eat twenty-one times a week, and plenty of it. Pat's reply was, "Sure, Jennie, that would never do; if I told him that, he would think I was lying, and wouldn't come, at all, at all."

A prominent real estate man, a few months ago, was showing a Staten Island celery grower the farms about Sanford, and was pointing out some of the places where the owners had cleared over \$2,000.00 per acre on celery, also informing the visitor that we shipped three cars per acre. Both statements seemed incredible to the gentleman from Staten Island. Soon they came to a field that was just ready to cut, and the visitor was asked to examine the crop, which he did with the air of a judge. Five minutes later he turned to the first named gentleman and exclaimed: "My God! how do you get so much stuff to grow out of the ground?"

Now that is the question that all wish to have explained, and I will answer it in this way: First, the climate is ideal for truck growing. Second, the soil is just right, both for drainage and irrigation. Third, the sulphur water from our artesian wells is just suited for full crop development. Fourth, we put on all the fertilizer that is required and keep the soil moist. Any farmer knows what the above conditions mean to a growing crop, and there is not one in the country that has not seen his crop suffer and often make only half a crop for the want of water at the proper time. We never suffer for water, neither do we suffer from too much, because our system of filing will carry off a six-inch rain as fast as it falls.

I am often asked what this land is worth. In small lots, 3 to 10 acres, it is selling from one to three hundred dollars per acre. Last year there was land cleared and tilled in September, lettuce was set out in October, from which the grower received \$150 net per acre. Potatoes were planted on the same land and netted \$90 per acre, making a profit of \$240 per acre, and this was done from October first to May first. I will leave it to you to say what such land is really worth. In a celery crop, the main expense is raising the plants and setting them in the field. From sixty to seventy-two thousand are set to the acre. The cultivation is but little more than any other crop, and the fertilizer runs \$90 to \$170 an acre. About as good celery as I saw last year was grown with less than \$100 per acre for fertilizer. This crop cost as follows per acre:

66,000 plants, @ 40¢ per M.	\$ 26.40
Marking land and setting in field.	30.00
Cultivation	20.00
Fertilizer, \$90; distributing same,	15.00
Hauling bleaching boards and setting up	45.00
Cost of cutting, crates and putting in car @ 25¢	282.50
Total expenditure	\$514.90
Average yield 1,130 crates at \$1.25	\$1412.50
Less total expenditure	514.90
Net to grower	\$897.60

We sometimes get \$2 and \$2.25 per crate, and some growers make over 1,200 crates per acre. The average number of crates per acre for celery, on fields from ten to twenty acres in size, is 800 crates, and at one dollar per crate would leave the grower \$367.10 net per acre, but we have, as yet, not had a crop average at low as a dollar a crate.

Lettuce is a much cheaper crop; we set from 27,000 to 30,000 per acre. The cost of growing plants is about 10¢ per M.; the cost of growing an acre of lettuce is about \$125.00; cost of cutting and hauling to car 25¢ per hamper. An average yield is 400 hampers, and an average price is a dollar a hamper, F. O. B., leaving the grower a net sum of \$150.00 per acre, and this is done in 90 days.

Our spring crops are beans, squash, sweet corn, tomatoes and cucumbers, all of which we raise to perfection, rain or no rain.

I know of a 15-acre farm, from which the owners have cleared over \$20,000 the past two seasons. What is this farm worth?—"FARMER."

ANOTHER NEWSPAPER.

The Sanford Herald, R. J. Holly, publisher, is the latest newspaper venture in the Gate City.



A Dwelling just erected by Sneed & Venable.
J. C. SNEED. G. W. VENABLE.
SNEED & VENABLE
CONTRACTORS AND BUILDERS
Get our figures before you contract. Stone & Gove Block.



RESIDENCE OF D. L. THRASHER.



A. T. ROSSITER, WITH OTHERS, IN ONE OF HIS CELERY FIELDS.



INTERIOR OF McLAULIN'S JEWELRY STORE.

Henry McLaughlin, the Jeweler, is one of the most reliable men in the vicinity of Sanford. He is an excellent watchmaker, and keeps an extra large up-to-date jewelry store. His line is equal to anything in the South. He also carries a fine lot of souvenir goods, cut glass and Pickard's hand painted China.



HARVESTING CAULIFLOWER.



GATE CITY HOUSE,
J. D. PARKER, Prop.

Room and Board \$1.50 per day. Meals 35¢ each. Special rates by the week.



THE "ROBBIN'S NEST," A. Robbins, Proprietor.
An inviting hostelry, neat and provided with all the comforts.
Reasonable rates, popular with the public.



MRS. M. MARTIN,
Proprietor Comfort Cottage,
Organist at Church of the Holy Cross



COMFORT COTTAGE.

This is one of the nicest and most home-like places to rest and enjoy, when one comes to Sanford. By the way, this paying and most desirable property could be purchased at a right figure, the lady who owns it feeling that she would find a vacation and freedom from confining duties beneficial and, for a time at least, pleasurable. The location and fine shade about the premises are most attractive. Mrs. Martin, the landlady, is a refined woman and pleasant entertainer. Her guests are usually of the cultured sort.

CELERY CULTURE.

The celery crop at Sanford is usually planted about the middle of December and is ready to market by the first or middle of March, after the California crop is all consumed and before the Michigan crop is even planted. The yield is 800 to 1,200 crates per acre and the average price f. o. b. Sanford is about \$1.60 per crate, making an average crop bring \$1,600 per acre. The cost per acre of producing and marketing is about \$400, making \$1,200 per acre clear.

FOR NIMROD AND ANGLER.

In the vicinity of Sanford is the finest sport for nimrod and angler. Game and fish abound.



ALLIGATOR HUNTING.

Everything Grows in Sanford

Wonderful Fruitage, Flourishing Vegetation, Rapid Ripening, Active Living.

Everything grows in Sanford. Vegetation shoots from the ground as if drawn by some huge magnet, and races with incredible speed to maturity. Babies? Yes, they too, seem prolific, and croup and pneumonia and diphtheria and the thousand and one other ills that infantile flesh is heir to, apparently shun them here. Bugs and insects? Yes, you'll find them also during the summer months, about as thick as they get in the north in our early and warm June days. Sleep under a net, which you can procure for a trifle at any of the furnishing stores, and you'll never know they're around. Pocket change? Yes, that grows with rapidity likewise. Put your trousers under lock and key at night, same as you do in the north, and you'll be all right on that score too. Come down and try it, anyhow.

A Safe Investment.

Investment in Sanford soil is safe and sure. Land is the best investment that can be made. "Remember there will never be another crop of land in the United States."

Read what four great men of today say about it:

William Jennings Bryan: "Real estate is the best investment for small savings. More money is made from the rise of real estate values than all other causes combined. To speculate in stocks is dangerous, but when you buy real estate you are buying an inheritance."

Andrew Carnegie: "The wise young man or wage-earner of today invests his money in real estate."

President Theodore Roosevelt: "Every person who invests in well selected real estate in a growing section of a prosperous community adopts the surest and safest method of becoming independent, for real estate is the basis of all wealth."

Ex-President Grover Cleveland: "No investment on earth is so safe, so sure, so certain to enrich its owner as undeveloped realty. I always advise my friends to place their savings in realty near some growing city. There is no such savings bank anywhere."

Perfect Irrigation.

Five acres is considered an average farm at Sanford. The surveyor ascertains the highest point on the tract, at which point the well is usually driven. The average depth at which the artesian water can be obtained is, as stated elsewhere, about one hundred feet; the well will cost from seventy-five to one hundred dollars. One well furnishes plenty of water to irrigate five acres of land. A large tile is usually laid along the highest side of the field. This is called the main. It is 6 in. to 11 in. in diameter, water tight, with pockets usually about thirty feet apart. From these pockets three inch tile are laid across the field and into pockets on the opposite side. By means of the pockets in the main, the water can be allowed to enter any or all of the cross tile and by means of the pockets at the opposite end, the flow can be stopped, thus causing the water to be absorbed through the soil, or it may be let out into the open ditch at the opposite side of the field as the conditions require. By this means any portion of the land may be irrigated, as much or as little as the crop requires. The tile is laid just deep enough so as not to interfere with working the soil, usually from one to two feet deep. This system not only furnishes the most perfect and economical method of irrigation, but provides perfect drainage as well.

The unlimited supply of warm artesian water, together with the perfect sunshine, and the use of commercial fertilizers, forces vegetation beyond the comprehension of those who have not seen it, and these are the conditions that are making the Sanford District the garden spot of the world.

The Only Draw-Backs, as yet Discovered, in Florida

"CHANGE," FINANCIALLY AND DOMESTICALLY

THE REMARKABLY PROLIFIC CLIMATE

TAKING IN THE SIGHTS, INCLUDING THE "BIG BUGS."



"I Am Taking Deep Interest in My Husband's Wardrobe."



"Everything Grows in Florida."



"We Have Seen All the Big Bugs Here."

Choice

Real Estate

For choice Real Estate at reasonable prices you should see or write to

SETH WOODRUFF

Having been a life-long resident of this locality, he has had opportunity to select and to pick up the finest and most desirable lands to be found anywhere. These lands are now on sale.

Mr. Woodruff is not an agent, but owns his own lands.

Address

SETH WOODRUFF
Sanford, Florida

Theo. J. Miller & Son

House Furnishing Goods
Stoves, Crockery and
Glassware.

Wallpaper, Paints and Oils.

White and New Home Sewing
Machines.

Edison Phonographs and
Records.

Wholesale Dealers in
Gasoline and Kerosene.



EXTERIOR VIEW OF THE STORE OF MILLER & SON



AT THE CLOSE OF A DAY'S SHOOTING

Your Opportunity.

There are still excellent opportunities for securing some of this truck land, but it is being picked up very rapidly. You can now buy lots of 5 acres and up to \$100 to \$300 per acre, near railroad and shipping stations. These prices will double before another season. You cannot afford to lose this opportunity; if you do not accept it some one else will.

Celery Avenue Thrift.

Celery avenue is appropriately named. On both sides of the avenue for three and a half miles out may be seen the homes of prosperous celery growers and general truck farmers. Egg plant, potatoes and all kinds of vegetables can be successfully raised at Sanford; so successfully that almost any northern farmer will hesitate before accepting as true the reports of what has been done by truck farmers around Sanford.



T. J. Miller

F. L. Miller

FUNERAL DIRECTORS AND
PRACTICAL EMBALMERS

A Full and Complete Line of Metallic and Wood Burial
Caskets and Coffins.



A SUCCESSFUL HUNT

SANFORD COCA COLA BOTTLING CO.

Bottlers of Coca Cola, Ginger Ale, Soda and Mineral Waters.

This Company was organized February 1st, 1928, with Edward Kummer, of Palatka, as President, and S. Runge as Secretary and Treasurer. They have bought the old established bottling business of G. R. Calhoun, who now conducts a large fertilizer and crate material business at the same stand. The new company being confident of the sound and rapid growth of Sanford, at once made extensive improvements to the plant, and their ever-increasing volume of business shows the correctness of their judgment in having faith in Sanford's rise.

S. Runge, the resident manager, is no stranger to Orange county, having resided near Orlando for a number of years previous to 1902. For the past six years he has been actively connected with the Coca Cola Bottling Companies of Jacksonville and of Macin, Ga., where he has acquired all the experience and training in this business that enables him to give to Sanford a first-class establishment for the bottling of carbonated beverages.

It is owing to the tremendous success of bottled Coca Cola as a drink in the South that the soda water bottling business in all its branches has been elevated to a higher plane. The old-time pop-maker has been pushed back to the woods and a generation of high-class business men has taken hold of the trade. Proof of this is the enormous investment of capital and the energy and enterprise in the soda water bottling business. The Sanford Coca Cola Bottling Co., having a good foundation through acquiring Calhoun's modern plant, is here to show that Sanford is in line with any city in the state in regard to first-class manufacturing enterprises.



SANFORD COCA COLA BOTTLING CO.



MANAGER J. D. DAVISON



HOME OF THE SANFORD FURNITURE CO.

T. S. DAVIS

J. D. DAVISON

SANFORD FURNITURE COMPANY

J. D. DAVISON, Manager

DEALERS IN **General House Furnishings**

"ANYTHING AND EVERYTHING THAT GOES IN A HOUSE."



A CORNER OF THE INTERIOR OF THE STORE



RESIDENCE OF W. W. LONG

Mr. Long is proprietor of one of the well-appointed grocery establishments of Sanford. He carries a fine line of Staple and Fancy Groceries, Florida and Western Meats, Country Produce, Nuts, Candies, etc., Came and Oysters in season. Also Virginia-Carolina Chemical Co. Fertilizers. He has been identified with the public affairs, that make for the interest of the city, for a number of years.

HAIR CUTTING AND SHAVING



"GETTING OUT OF A BAD SCRAPE"

Too bad, poor fellow, but you went to the wrong shop. Next time go to BEN GREEN, in the Welborn Block, and get a nice, easy shave or a tasty hair cut that will delight you. Everything neatly and artistically done.



M. A. SPEER

Groceries, Florida and Northern Meats

COUNTRY PRODUCE, FISH and OYSTERS



SPENCER'S BAKERY

Our Motto: Cleanliness.

PARK AVENUE

PHONE 106

SANFORD, FLA.



N. P. YOWELL & CO.

Dry Goods, Notions and Gents' Furnishings

Eventually

Armour's Blood, Bone and Potash has produced more and better Celery than any other fertilizer used in the Sanford section. What it has done it will do again. The most successful growers use it, why not you?

Armour Fertilizers

If you need Dried Blood, Blood and Bone, Hardwood Ashes, Sheep Manure, or anything in the fertilizer line, and want absolutely the best quality at a reasonable figure, write us for prices.

Why Not Now?

Made in Jacksonville at
The Armour Fertilizer Works

Negro Life at Sanford

The Colored Folk a Factor in the Daily Avocations About the Celery City.

It is difficult to see how Sanford could well get on without her negro population. True, some are lazy and shiftless and unreliable, but the majority, we believe, are as industrious and trusty as the others are unaccountable. The negro is clearly in his proper climate and sphere of usefulness, in the south. There he should certainly remain and there he can surely do best for himself. The common labor of Sanford is largely performed by colored people. In the heat of summer they can endure what the white man cannot, and directed by the latter they are invaluable assistants, both at out and indoor work.

One avenue of Sanford is given up to the "darkies." On this street, apart and by themselves, some are shop-keepers, while

others are plying various lines of trade. They have their own schools and churches, and do not mingle with the whites, except as business or service brings them together. From many points of view, the northerner will find the negro an interesting study.

Facts About Sanford Crops.

The average yield per acre and what they sell for: Tomatoes, 300 crates, \$2 per crate; sweet potatoes, 200 bushels, 50c per bushel; Irish potatoes, 60 barrels, \$3.50 per barrel; eggplant, \$350 to \$800 per acre; peppers, \$400 to \$1,000 per acre; cucumbers \$300 to \$800 per acre; strawberries, \$500 to \$1,000 per acre; celery, \$600 to \$1,500 per acre; string beans, \$300 to \$1,000 per acre.

The Sanford System of Sub-irrigation

One of the most important features of successful soil-producing in the Celery Delta is the proper comprehension and operation of the Sanford System of Sub-irrigation. Below is a concise and clear explanation of same, from the pen of Hon. J. N. Whitner. Mr. Whitner says:

I gladly avail myself of your invitation to write a brief article on the Sanford System of Sub-irrigation, because of its effectiveness and consequent value. In its perfection (for if it is not perfect, we are not aware of the imperfection) it is an evolution, the result of many experiments.

The idea was advanced by the late Rev. T. W. Moore, and put in practice by him on one of our streets to lay the dust, where he used an inverted V-shaped trough, under which a stream of water from an artesian well was allowed to run. The water saturated the ground below and was brought to the surface by capillary attraction, perfectly accomplishing its purpose of keeping the street damp but not too wet.

The plan was adopted to irrigate our celery and other truck farms. Tile was substituted for wooden troughs, drain ditches were cut, into which the tile emptied, furnishing a perfect system of drainage as well as irrigation. The further developments consist in such accessories as water mains of any cheap material, as concrete, sewer pipe, etc., from which water is turned into each row of tile as desired, through a standpipe or box.

How to get Results.

To enable one to quickly wet the land even to the extent of ponding the surface, we employ what is known as stop-boxes or pockets, near the lower end of the tile at the drain ditch, and by plugging the tile in the stop-box, very quickly get the land wet enough for any purpose; such, for instance, as transplanting any of our crops. For the best results the land should be nearly level. If it is not, the rows of 3-inch tile, 25 feet apart, should be put in parallel with the slope, so that the lower end should be only a few inches to the 100 yards lower than where the water is turned in; the water supply being at the highest point and by gravity running through the entire system, and discharging into the drainage ditch at the lowest.

The supply of water can be regulated so as to irrigate the entire field simultaneously, or confined to a single row of tile or as many as desired. Hence, with perfect safety in the same field, can be grown a variety of crops, though some may require a very wet soil and others the contrary.

To further illustrate the ease with which the water supply is controlled, one might have a crop growing where it is desirable to keep the ground comparatively dry, while, on the adjoining plot it might be necessary to saturate the soil to set plants. This can be readily

done without expense, the only effort necessary being to insert a stopper into the box leading into the tile through in the former and to withdraw it in the latter.

Therefore, when the water supply is cut off you have a perfect system of drainage. Hence, the two dangers to farming, too much or too little water, are under entire control. Below is a diagram showing the plan used in Sanford irrigated lands.

Used with Artesian Water.

We do not know the value of this system when applied to other soils and in other locations where water is scarce and expensive. Here we have artesian water in great abundance, and after the well is driven and plant installed, our irrigation costs us nothing further, requires little or no watching and the plant is permanent and needs no repairs.

With this system our trucking interests are rapidly developing because we are not only assured of a crop, having practical control of the water supply, but barring unusual cold, can count with accuracy the time of maturity of crop when planting and thus have crop on the market when desired. The yield in quantity is marvelous and the quality fine. Our principal crop is celery.

We are beginning to grow other crops and, so far, have perfectly succeeded. We are bold enough to challenge any place on earth to show like results with ours, and will gladly furnish facts and figures to make good our claim. Our system is as beneficial to field crops as truck, and by it large yields of hay are taken from our fields as early as May, leaving ample time for growing soil crops, like cow peas and beggar weed to enrich the ground. The practical mind at once grasps these advantages.

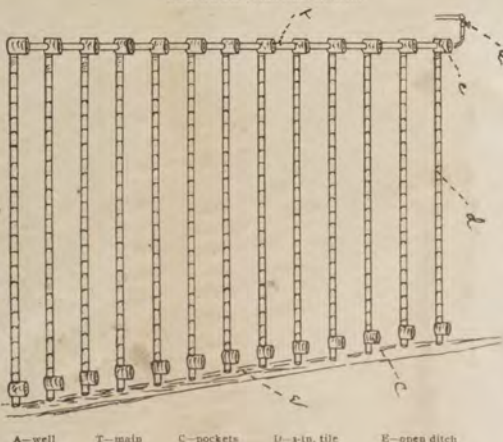
Additional Advantages.

In addition to the above, the tile drains carry warmth and air, or rather warm air, to the roots of growing crops and wonderfully stimulate and quicken their growth. More than this, with our artesian water thus applied, we have grown the same crops on the same ground for a dozen years, with most gratifying results.

Twenty years ago the writer lay awake at night and tried to devise a practical plan of sub-irrigation to avoid the scalding effects of the hot sun on the saturated earth, which makes truck growing in our southern climate so uncertain. And lo! it has worked out among his neighbors on a scale so large as to eclipse his fondest dreams.

These dreams never contemplated the comprehensive and effective drainage, which, while incident to sub-irrigation is really of paramount importance. The importance of tile drainage is well known, but I would urge its importance even where it can not be coupled with sub-irrigation.

SUB-IRRIGATION DIAGRAM



A-well T-main C-pockets U-3-in. tile E-open ditch

The "Nigger" Who Does the Work



"Clearing 'ob de Land"



"It's de Cook, I is"



Dressed up for Sunday



"Home, Sweet Home"



"Bring 'long dat Watermillion"



"Here's yer Hoss, Boss"



Ditching on Celery Delta



Watching for Beaux



Picking Oranges



Hard at Work



Ready to go "a cotin'"



Picking, but not Oranges



WALTER SCHUCHT
Surveyor and Draughtsman

Surveyor Walter Schucht is among the ever in demand and always busy men of Sanford. He is a careful, competent and obliging workman. Much of the surveying and level-taking about the City and Celery Delta have been performed by him, and all in highly satisfactory manner. Years of experience and painstaking have endowed him with the essentials of a good surveyor, and his lines and levels stand the test of time. Levelling for sub-irrigation, a very important thing in preparing the artesian watered lands for successful crop-growing, is one of the specialties of Mr. Schucht's work. When accuracy and promptness are urgent, Surveyor Schucht will be found to exactly meet the requirements. His office is in the Welborn Block, corner entrance, first floor.



W. T. JOHNS

W. T. Johns is a Tennessean, but has been in Florida for twenty-five years. He came here with the early settlers and made for himself a nice buidled grove on south side of Lake Harris, but the freeze destroyed same. He then started new in Lakeland, where he met with success, and later came to Sanford, where he is proprietor of the Lunch Room in the Depot, and is also dealing in lands. He has been very fortunate in his investments. He is also the Opera House manager and keeps the public supplied with amusements. Last year he built a beautiful residence.



INTERIOR VIEW OF THE TURNER STORE

E. E. TURNER

Groceries, Hay, Grain and Produce. Fine Shoes.

Mr. Turner is ably assisted by his son, Deane Turner, who, like his father, is a careful and capable business man.



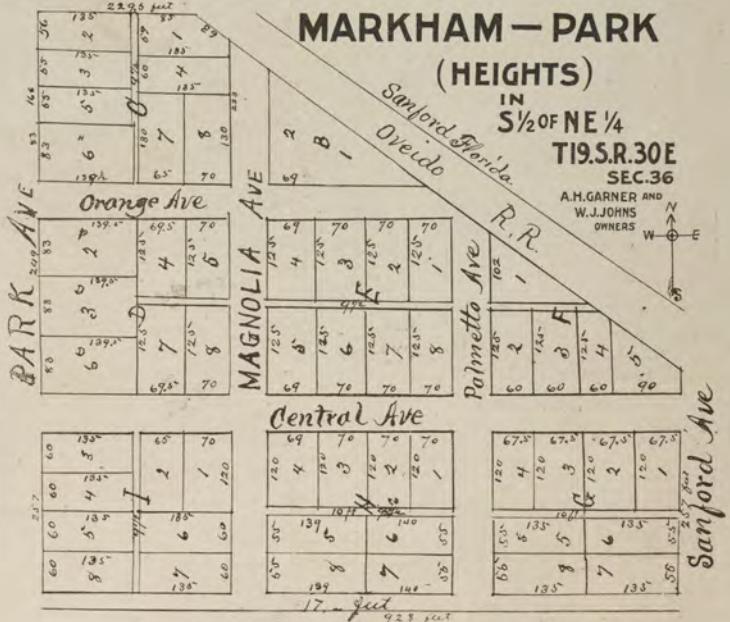
PARK AVENUE, SHOWING MR. JOHNS' RESIDENCE



SURVEYING PINE PRAIRIE LANDS

Thriving Up-to-date Sanford

Sanford has numerous factories, dry goods houses, hardware and shoe stores, banks, photograph galleries and a newspaper, *The Chronicle*. It has an enterprising class of business men who will be glad to have you come to their city, where you will find splendid opportunities for money making. The Celery City has one of the finest public schools in the State, and the educational work of the city is in the hands of competent men and women. Church and school are working strenuously for the mental and spiritual welfare of the place. Nearly every denomination is represented, and it has a number of leading and influential lodges. In fact, Sanford, in these particulars, is like any up-to-date city. You will find there public spirit and every provision for the various requirements of a civilized citizenship.



Markham Park Heights, Sanford, Florida

Is a beautiful suburban division of Sanford, located on quite a gentle bluff overlooking the city. It is prettily located for nice homes. The lots are large, and are offered very cheap and on easy terms, without interest. Prices range from \$150.00 to \$250.00, five per cent of purchase price in cash, and \$5.00 per month.

Address W. T. JOHNS and N. H. GARNER, Owners.

Needs of Sanford

Sanford having such splendid natural advantages of soil, climate and water transportation, and the best railroad facilities of any town in the State with the single exception of Jacksonville, still needs many things, but chiefly men and women, with or without money. She offers employment to five hundred laborers on her farms and in her farm development, and will need twice as many more next year. Men have come here as laborers and acquired a home and good farm in two or three years, and the same opportunity awaits every energetic man who will make the effort. And the man who labors is as much wanted and is as much respected as the man who brings money with him.

Sanford Land Values

Land about Sanford, producing the results shown in this work, when prepared and in thorough state of cultivation, sells for \$750.00 to \$2,000.00 per acre. Unimproved lands, with timber standing, are sold at from \$75.00 to \$500.00 per acre, according to quality of land and nearness to transportation.

J. A. DAVIS

Mr. Davis came to Sanford May 1st, 1907, and since that time has in every way proved a worthy, industrious and public spirited citizen, having always at heart the interests of the Celery City. He is a talented musician, leading the Sanford Orchestra, and is an active member of the Sanford Band. He is popular socially and in the business world, and his congenial personalities have won him many friends. Mr. Davis has celery farm

interests in this county to which he has devoted much of his time.

Previous to coming to Florida Mr. Davis was connected with the surveying corps of the Sanborn Map Co., of New York, was also for a number of years in the United States Engineering Department at Washington, D. C., and since coming to Sanford he decided to take up land surveying, and at present has several large and important contracts in his line in this county.



J. A. DAVIS
City Engineer of Sanford, Florida

SANFORD ICE AND WATER PLANT

Sanford Ice and Water Company manufactures ice from pure distilled water. The plant is the most modern, up-to-date and well-equipped in the State. Cold storage is among the features of this invaluable institution. The latter department is in connection with the ice manufacturing industry. The residents of Sanford are fortunate in having such an excellent and indispensable enterprise in their midst. The factory began operations only a few months since, turning out its first product February 10, 1908. Mayor Forrest Lake is at the head of the enterprise.





SUPT. JAS. C. HIGGINS AND FAMILY



RESIDENCE OF SUPT. JAS. C. HIGGINS

DEPOT LUNCH ROOM
W. T. JOHNS, Proprietor.

This lunch counter is situated at the A. C. L. Depot and is one of the best places in the South to get a nice feed. Johns' coffee is famous for its excellence. Don't fail to try it when you come in on the train. Mr. Johns has been catering to the public wants for seven years and fully understands the business.



RAILROAD TRACKS ENTERING SANFORD

JAMES C. HIGGINS

SUPERINTENDENT ATLANTIC COAST LINE RAILROAD COMPANY
AND HIS INTERESTING FAMILY.

This charming family group will be viewed with pleasure by the many acquaintances and friends of the genial District Superintendent of the Atlantic Coast Line. It is a bright example of good parentage begetting good children. Whether the prolific soil and celestial climate of an Eden-like South have aught to do with this combination of numbers and goodness, is perhaps debatable, but certain it is that father and mother and offspring have abundant cause for mutual pride in and of one another. Superintendent Higgins has for twenty-two years held positions of trust and responsibility with the Atlantic Coast Line Railway.



AROUND THE RAILWAY STATION



UNION PASSENGER STATION



ATLANTIC COAST LINE FREIGHT YARDS

New Express Building

The Atlantic Coast Line is to erect a new express building adjoining the freight depot. The building is to be constructed on the vacant lot between the freight depot and First street, and is to be completed for the fall crop. The present express office is to be used as a freight depot by the A. C. L.

Another Machine Shop

Keeley & Pagenhart have awarded the contract for building a new machine shop to Sneed & Venable. It is being built on a site between A. E. Hill's and George Fernald's shops. Work on it is being rushed.



"WE TWO ALONE"

Adown the railroad track, among the palmettes, by moonlight.